

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*  
185 Madison Avenue, New York City

VOL. XCIX

NEW YORK, APRIL 19, 1917

No. 3



**B**EFORE T. A. Willson & Co. and Advertising Headquarters linked efforts, the general public regarded the wearing of goggles as a passing fad. Folks with the temerity to wear nondescript goggles, bore countenances that would make a gargoyle green with envy.

The establishment of a master name to identify the great variety of Willson Goggles, the advertising to teach the public that there are goggles made to fit faces just as there are clothes to fit physiques, together with an ingenious plan to secure quick, thorough distribution, have combined to make an instantaneous, business-doubling success.

Advertising Headquarters has helped to make the name "Willson" synonymous with "eye-protection" and "eye-comfort."

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## N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

## **This Tiny Circle—Metropolitan New York Contains More People Than**

***—All New England and New Brunswick***

**or**

***—This Large Group of Western States***

**or**

***—These Three Rich Central States***

Why scatter your selling efforts over great sections? A larger number of consumers can be reached for a fraction of the sales and advertising cost in the limited area of the Metropolitan District.

Here is a market containing the population of several states concentrated within a fifteen mile radius of New York's City Hall. It is dotted with thousands of retail outlets and its people have earned the reputation of being the freest-spending in America.

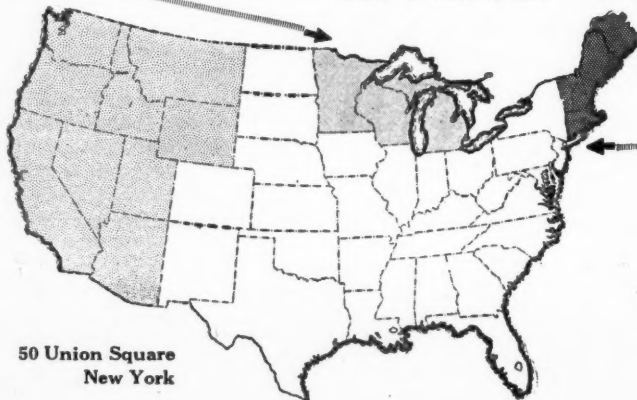
In covering this rich market your salesmen live home, at their own expense. They use five cent fares instead of Pullman tickets and taxi hire. They are constantly under the supervision of the sales manager and report in person instead of by mail. Close contact is maintained with customers, and tangles are straightened out by telephone or in person. Credit risks are greatly reduced and delivery expense is cut to a minimum.

### **One Big Medium Can Win This Market For You**

Interborough Subway and Elevated advertising covers this market more thoroughly and economically than any other medium or group of mediums. Years of constant use have proved this to many large advertisers. The efficiency and sufficiency of this Advertising can be fully demonstrated. Say the word. No obligation.

**ARTEMAS WARD**

Trading as **WARD & GOW**



**50 Union Square  
New York**

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCIX

NEW YORK, APRIL 19, 1917

No. 3

## When Raw Material Fails, Advertising Wins Place for Substitute

The Du Pont Fabrikoid Company Finds Opening in Many Industries for Its Product

By John Allen Murphy

IT is a constant source of speculation as to what would happen to us if certain of our natural resources were exhausted. Many people look forward with awe to the time when some of nature's gifts, such as coal and oil, may be depleted. They view the possibility as an irreparable calamity that may even imperil the race. Yet in modern times there have been few human needs that have remained unsatisfied for any great length of time. Man's ingenuity has always risen to the emergency and has provided a means of satisfying the need.

We find this at the present time in the remarkable way that substitutes have been provided for leather. Leather has come to be regarded as one of the prime necessities of life. It is the basic material in several of our giant industries, such as shoe manufacturing. It is, or rather was, an important material in others, as for example, in the production of automobiles. With the progress of the industries in which it is used, the demand for leather, especially during recent years, has been increasing by leaps and bounds. On top of this the supply, owing to a decline in the raising of beef cattle, has been diminishing. The situation, remotely threatening for some time, became critical with the advent of the war. Had not some of our manufacturers been ingenious enough to meet the shortage with a substitute, leather would now be so high priced as to handicap

seriously some of the industries that are dependent on it.

Many companies have brought out substitutes, but because of the aggressiveness of its advertising, the Du Pont Fabrikoid Company has probably played the most conspicuous part in the movement—outside of the shoe-sole field. PRINTERS' INK has already told how the rubber companies arose to the occasion by putting composition soles on the market, and of the energetic methods they are using in merchandising them. The campaign in behalf of Fabrikoid started long before these others. It presents some phases that are very unusual. In it, advertising has performed perhaps one of its most helpful services.

Though Fabrikoid is offered as a product competing with leather, the plea of its recent advertising is for the conservation of leather. We witness the strange spectacle of these competitors going hand-in-hand into the market. The Du Pont company, however, frankly acknowledges that its product is a substitute and that it will only take the place of certain kinds of leather or that it can be used in certain places where leather has been used. The advertising points out that it is the duty of the public to save leather for those purposes where its use is indispensable. It shows that leather is extravagantly used in ways that are not necessary and where Fabrikoid will do just as well and in some cases even better. One of the recent advertisements is

headed, "Save Shoe Leather," and sounds this clarion call:

CONSERVE AMERICA'S DWINDLING SUPPLY  
FOR ITS MOST VALUABLE USE!

The world faces a leather famine. Tremendous war demand, diminished imports, and decreasing supply of cattle have combined to make leather of all grades scarce and precious.

Shoe manufacturers predict that without quick relief, 1917 leather shoes of good grade will retail at \$15.00 to \$20.00 a pair; already prices are up 50% to 100%. Sole leather has already sold for more than one dollar a pound.

The Government is supplying our Navy with shoes having soles made of a leather substitute, and is experimenting with the tanning of sharks' hides to help relieve the leather situation.

#### HOW MOTORISTS CAN HELP A LOT

The largest leather consuming industry is the shoe business. The second largest is the automobile business. The leather required to upholster the average touring car is enough to make the uppers of three dozen pairs of shoes. The grain leather used on expensive cars makes the best shoe leather. Its increasing scarcity has necessitated large use of split leather in shoe making. The latter is the grade most used in the automobile industry.

"Fabrikoid, like all other leather substitutes," said George Frank Lord, manager of the advertising division of the company, in a statement to PRINTERS' INK, "was first put on the market as a lower-cost upholstery material of the leather type. There was no thought at the time that leather would ever get so scarce and high priced that leather substitutes should become actual necessities, but such is the condition to-day.

"Manufacturers of leather who were at one time highly antagonistic to all leather substitutes now realize that had it not been for the important part played by these materials in meeting the public demand for upholstery and other uses of leather, the price of leather would have become so high as to make it a veritable luxury, and would have forced out of business many concerns in businesses making articles out of leather.

"Of course, in recent years there have been tremendous improvements in the quality of leather substitutes and it has been the constant endeavor of the Fabrikoid company to keep just a step

ahead in these improvements.

"Our material has also been the only leather substitute extensively advertised to the public, hence, though competitors may be able to produce goods of an equal quality, they cannot find a market as readily as Fabrikoid because the modern manufacturer and dealer have been educated in the value of using advertised articles, especially when they represent radical departures from an established precedent.

"Manufacturers of all classes that have been using various grades of leather are coming to us almost daily seeking relief. Of course, the largest user of leather is the shoe industry. Shoe manufacturers are co-operating with us in an effort to develop a grade of Fabrikoid suitable for all parts of the shoe except the sole.

#### OTHER USES

"Fabrikoid is already being used to a considerable extent for sock linings, facings and tongues of shoes, and we hope before long to be able to offer a satisfactory substitute for shoe vamps.

"Millions of hat sweats are now made of it, the material having decided advantages for this purpose.

"In the trunk and bag field leather substitutes have been used for a long time for the manufacture of the cheaper grade of bags and suitcases; the whole effort having been to get out something cheap, and only the cheaper grades of leather substitutes were used for this purpose, but the situation in the leather market has forced a change.

"We are now selling our Craftsman Quality Fabrikoid for the manufacture of high-grade and rather high-priced bags and suitcases in competition with leather. The best grade made for this purpose is not as good as the best grade of grain leather, but it is better than split leather.

"A large use of high-grade leather has been in the book field, but as the best book leather is the very top section of the hide, and hence the highest priced, the



## E. R. Weadon

formerly Sales-Manager  
of the Pompeian Manu-  
facturing Company, and  
more recently connected  
with the eastern office of  
the Butterick Publishing  
Company, has joined  
the staff of the Christian  
Herald.

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The Christian Herald

Member Audit Bureau of Circulations

Bible House :: :: New York

use of leather in bookbinding has become almost impossible. Leather substitutes have been tried in this field, but without much success, because of the difficulty of pasting and stamping. We employed an expert bookbinder who assisted us in developing a grade of Fabrikoid which meets all binders' requirements and is selling in very large quantities to leading binders all over the country. Only an ex-

hides were split into the various grades of leather, hence our slogan, 'How Many Hides Has a Cow?' This campaign was highly successful and has resulted in the adoption of Fabrikoid for more than half the cars made in this country, referring to quantity and not makes.

"Unfortunately, however, manufacturers using the product have failed to so state in their advertised specifications.

They acknowledge the superiority of Fabrikoid, but feeling that the public is still more or less uninformed as to the difference between split leather and grain leather, or prejudiced in favor of anything that comes off the cow's back, they have hesitated to support their own convictions.

"The attitude of the dealer has been an important factor in reaching this decision. A dealer handling a car upholstered in our product has feared that a competing dealer handling a car upholstered in even the poorest grade of leather would be able to say to his prospect, 'We use real leather; So-and-so uses imitation leather.'

"It seems to me, however, that the time has now come

when the position of Fabrikoid in the public mind is so strong and the scarcity of leather is so well known that manufacturers using it will find it greatly to their advantage to say so.

"The attitude of the manufacturers has made our advertising campaign difficult. We have advertised to the public and yet are not in a position to sell the public. We have pounded away to furnish the motorcar manufacturer with a basis for announcing to the public that he was using Fabrikoid.



**How Many Hides Has A Cow?**

On the Cow—one  
Off the Cow—three

**Perhaps you know**  
—that practically 90% of all cowhides is split into sheets because it is too thick for upholstery? Maybe you know that each hide can give only one top-side layer of real grain leather and that all the other layers are merely "spongy splits" coated and embossed to look like the real stuff

**But do you realize**  
—that these splits which are sold as genuine leather are not real grain leather? That's the vital point. Now let's consider:

**The Ideal Upholstery Material**



**Guaranteed Superior to Coated Splits**

Fabrikoid is a substitute for leather and honestly sold as such. It has all the beauty and lustrous feel and appearance of the finest grain or Spanish leather with twice the strength of coated splits. It is water, dust and grease proof—soft and pliable. Furthermore it is guaranteed for one year. And back of this guarantee stands the century-old DuPont reputation for integrity of purpose, superiority of products and financial responsibility.

Many Quality Fabrikoid for automobile, carriage and fine buggy upholstery is being used on thousands of this year's leading cars.

Craftsman Quality Fabrikoid for furniture upholstery and home decorations has been adopted by some of the most exclusive upholsterers and furniture manufacturers in the country. Leading department stores everywhere sell it.

Fabrikoid Rayette, made in single and double texture and guaranteed not to leak for one year, is unsurpassed for automobile, carriage and fine buggy tops.

**Write for samples and booklet**

**DUPONT FABRIKOID COMPANY, Wilmington, Del.**  
Canadian Factory and Sales Office, Toronto

THIS WELL-KNOWN TYPE OF ADVERTISING WAS LARGELY INSTRUMENTAL IN CREATING SENTIMENT FOR A SUBSTITUTE

pert can detect the difference between book-finish Fabrikoid and fine leather binding, and it has the advantage of being waterproof, and not subject to the attacks of insects.

"When we started our advertising it was principally along the line of automobile upholstery. We knew our material was better than split leather, but not as good as grain leather. Realizing that the public did not know the difference between grain leather and split leather we had to start an educational campaign to explain how

# Do You Realize

how many advertising lists are made up without any real consideration of the actual facts about the various publications accepted and rejected?

When the selection of publications is governed by a careful appraisalment of the quality, quantity and distribution of circulation, the editorial appeal and the rate per line per thousand, the **AMERICAN WOMAN** will rank among the first choices to cover the small town field.

## THE AMERICAN WOMAN

CIRCULATION  
500,000 Net Paid  
GUARANTEED

*Western Advertising Office*  
W. H. McCURDY, Mgr.  
30 N. Dearborn St., Chicago, Ill.

*Eastern Advertising Office*  
WM. F. HARING, Mgr.  
Flatiron Building, New York

"With two exceptions all of the automobile manufacturers known as large-quantity producers are using leather substitutes, and I am confident these two cannot stand the strain much longer, certainly not if they increase their production as it is stated they will. It is not merely a question of their ability to pay the price of split leather; it is doubtful if they can get it in sufficient quantity.

"Our recent advertisement in which we point out that it is important for buyers of motorcars to prefer a leather substitute upholstery in order to save leather for the shoe business is based on facts. More than a year ago, at a convention of shoe manufacturers in Boston, one of the members asked this question: 'Why cannot the motorcar manufacturers stop using leather when we need it so badly in the shoe business?'

"Fabrikoid meets his suggestion admirably. We did not use the argument the shoe manufacturer advanced more than a year ago, because the time was not right for it. We are using it now because of the rapidly advancing price of shoes and the actual scarcity of shoe leather. Even if the war were to end now, this scarcity would continue. While prices of shoes might come down somewhat, they will never return to their former level.

"In our Raynite-top campaign we are on a different basis and we have no prejudice to combat. Automobile tops for many years have been made of leather substitutes. We are featuring the light weight as being in line with the general movement for the reduction of weight wherever possible in motorcar manufacturing.

"We expect to continue advertising Fabrikoid more and more each year. Our business has shown an increase of about 60 per cent per year for several years. For more than a year and a half the factory has been running twenty-four hours a day and has plenty of business in sight at all times."

As indicated by Mr. Lord, the advertising has gone through quite an evolution since it started

a few years ago. For some time the slogan "How Many Hides Has a Cow?" was the outstanding feature of the copy. In fact, the argument was based on it. This queer question, by the way, has become one of our most gripping slogans and has been the means of inciting the curiosity of thousands to such an extent that they were compelled to see what the advertisement was about. At first blush the answer to the question seems to be so obvious that the slogan appears foolish, but on reflection one sees that the question is a very skilful one. It leads a person to think about the information that the advertiser is trying to impart. Of course, a cow has only one hide, but it seems in many cases that when hides are taken off the animal they are split into layers. The top layer is grain leather and the others split leather. Thus the cow's hide covers much more space off her back than it did when on. The company bombarded away on this idea for a long time and until it began to make an impression on the buyers of automobiles and upholstered furniture. The slogan-symbol of the company has been used in the advertising to such an extent that it has the value of a secondary trade-mark.

The earlier copy had a pronounced educational angle. It aimed to tell people about the differences in leather. It sought to make them curious about it and to get them over the habit of accepting leather as just leather. After this educational work began to show results, the copy took another turn. That advertisement headed "How Many Cars Have Hides?" was typical of this change. This plunged into the use of Fabrikoid and told of the growing use of it as upholstery on motorcars.

The current copy, pleading for the conservation of shoe leather and which has already been described, is the latest development. In addition to its new features, which have been mentioned, it gets away from the exclusive talk about automobiles and upholstery and invites manufacturers in any

(Continued on page 130)

# Bull's-Eye!



In Advertising-Selling  
**Dominance**

Write for the proof—

*Joseph C. Finn*  
President

222 SOUTH STATE STREET, CHICAGO

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## *Packages that speak out*

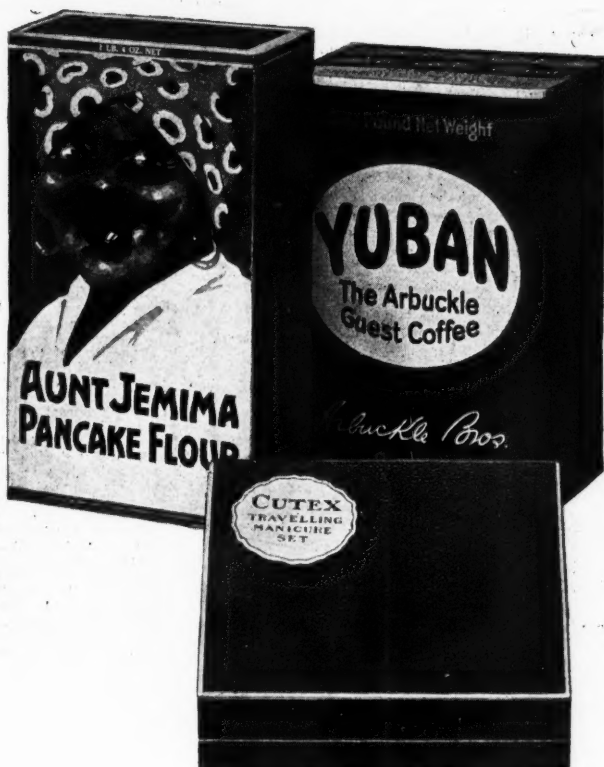
By  
J. WALTER THOMPSON COMPANY

When the consumer's eye sweeps shelf or show case does your package flash out like the one lighted house in a row of dark ones?

Still more important, does it define your product to the *mind* of the consumer after it has caught the eye?

Here are six packages that do.

The severe black and ivory Senreco design speaks clearly of medicinal qualities.



With equal clearness the cool green of the Woodbury carton forecasts a soothing shave; and the orange and black of the Veedol package calls to mind the heat this oil resists.

In the homely face of Aunt Jemima is a promise of real southern pancakes; in the rich coffee brown of the Yuban package a similar richness of flavor, and in the pink of the Cutex label the perfection of my lady's nails.

All said, moreover, with a simplicity that can hardly be imitated without being duplicated.

Shelf value—definition—protection.

At any of our offices in New York, Boston, Chicago, Detroit or Cincinnati we shall be glad to show you these and other packages we have created, and to tell you more about the work we have done to individualize these and other products.



## E. R. Smith With Manternach

Everett R. Smith has joined The Manternach Company, Hartford, Conn., advertising agency, to manage the department of agricultural advertising. For two years he has been in charge of the advertising and sales of the Cutaway Harrow Company, Higganum, Conn., and before that was connected with the Providence Journal and Bulletin.

Mr. Smith described a special advertising campaign of the Cutaway Harrow Company in the November 9, 1916, issue of PRINTERS' INK.

## Cudahy to Advertise Mattresses

Cudahy Curled Hair Mattresses, a development of the by-product idea, are being marketed by the Cudahy Curled Hair Works, a subsidiary of the Cudahy Packing Company of Chicago. The Dooley-Brennan Company of that city, which handles the advertising, is preparing an extensive newspaper campaign to appear shortly in a list of selected cities. A campaign announcing the new mattress has already been started in business papers.

## Added to "Christian Herald" Staff

E. R. Weadon has been appointed on the advertising staff of the *Christian Herald*, New York. He has been connected with the Eastern office of the Butterick Publishing Company, and before that was sales manager of the Pompeian Manufacturing Company, Cleveland.

## Harry O. Latham Appointed Secretary

Harry O. Latham, formerly western manager of *Motor Life*, with offices in Chicago, has been transferred to the Eastern office, with headquarters in New York, and has been made secretary of the company. He is succeeded by Malcolm G. Rollins, formerly of the Chicago office of *Vanity Fair*.

## Wilson-Lawrenson With Welch Grape Juice Company

F. A. Wilson-Lawrenson will become general sales manager of the Welch Grape Juice Company, Westfield, N. Y., May 1st. His resignation as business manager of *Association Men* was announced recently in PRINTERS' INK.

## Chevalier Secretary of Frank V. Strauss & Co.

J. C. Chevalier has been elected secretary of Frank V. Strauss & Co., New York. W. L. Talcott has been appointed advertising director and W. M. Hurwitz Western advertising manager.

J. H. Worden, Jr., recently with *Metropolitan Magazine*, is now with the New York office of *Photoplay Magazine*.

## Sphinx Club Re-elects Old Board of Officers

Those who attended the final dinner of the season given by the Sphinx Club of New York at the Waldorf-Astoria, Wednesday evening, April 11th, listened to a patriotic speech of Job Hedges which stirred them to tumultuous applause. His topic was "National Advertising," and while he did not pretend to discuss the subject academically, he did express several ideas that found a ready response. One of them was the following:

"The best bit of advertising this country ever did was when it severed relations with the Kaiser. We showed that we had not forgotten the fundamentals of civilization, that we refused to ratify crime, rapine, murder and a trampling on all the rights of man."

Alan C. Reiley, president of the Association of National Advertisers, who spoke on "Public Opinion on the Relation of Advertising to Prices," entered his protest against the proposal to tax advertising when he said:

"Do we appreciate as we should the significance of the fact that during the last Congress it was seriously proposed to revise the second-class postal rates on a basis which would discriminate against those publications carrying a major quantity of advertising? No such proposition was ever before dreamed of so far as I know. It was even proposed to tax advertising. Such a measure would not only be vicious but stupid. It would be an excise tax on business itself. It would not be a revenue producer, but a revenue reducer."

This dinner was in many respects one of the most enjoyable of the series given by the club during the season. The 260 members and guests were entertained by the Wanamaker Band, Frank McKee's Orchestra, and a minstrel performance under the direction of E. D. Gibbs. In the second part Mr. Gibbs acted as interlocutor and J. P. Gilroy and F. L. E. Gauss as end men. The local "hits" made at the expense of some of the members caused much laughter.

The election of officers for the ensuing year resulted in the re-election of the old board. Preston P. Lynn, general manager of the John Wanamaker store, was chosen president for the third time. During his administration the club has enjoyed signal prosperity, and although Mr. Lynn felt that some one else should succeed him, he consented after much urging to serve another term. R. F. R. Huntsman, who after filling the office of treasurer seven years, was re-elected, was presented a special hand-carved Sphinx ring as a token of the club's appreciation. The other officers re-elected were: Vice-presidents, R. S. Scarburgh, Clarence W. Smith, Dan A. Carroll and Collin Armstrong; secretary, E. D. Gibbs; executive committee, W. R. Hotchkiss, James O'Flaherty, Samuel Moffit, Clarkson Cowl, George Ethridge, Corbett McCarthy and Ludwig Nissen. The club ends the year with \$856 in the treasury.



*Advertising keeps  
the price down—  
That is the princi-  
pal difference  
between*

## Buckeye Covers

*and costlier cover  
papers.*

Catalogues,  
Booklets, An-  
nouncements,  
Folders, Broad-  
sides, Envelope  
Stuffers, Mailing  
Envelopes—they  
cost less, look  
better and pay  
better, as a rule,  
when *Buckeye  
Covers* are used.

The nearest  
*Buckeye Cover*  
dealer will show  
you "proofs" if  
you ask him.

"The Principles and Practice of  
Direct Advertising" is a 190-  
page book of Facts, Figures  
and Suggestions that should  
be on the desk of every adver-  
tiser. Sent free on request.

### THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER  
in Hamilton, Ohio, Since 1848

Dealers in Principal Cities of United States, Canada  
and England. Your Printer Knows the Nearest.

*Member Paper Makers Advertising Club*

"At the top they all turned, as by common consent, toward the left-hand gallery, where a tableau greeted them which few of them will ever forget. A young and pretty girl lay face upward on the tessellated floor with an arrow in her breast and death stamped unmistakably on every feature. A woman knelt over her—a remarkable woman, no longer young, but of a presence to hold the attention. Her hand was on the arrow but she had made no movement to withdraw it, and her eyes, fixed upon space, showed depths of horror hardly to be explained even by the suddenness and startling character of this untoward fatality."



Illustration on pages 20 and 21 of the May issue of THE RED BOOK MAGAZINE painted by H. R. Ballinger.



### The Magazine that Sets the Pace

"The Mystery of the Hasty Arrow" is the first novel ANNA KATHARINE GREEN the famous author of "The Leavenworth Case" and of many other successes, has written in several years. We consider this story the best she has ever written. It begins in the May 1917 issue of

**THE RED BOOK  
MAGAZINE**

# The Big Economy

War or no war, farmers will be well-to-do, for we all must eat.

You, therefore, must needs have the farm business.

The most farmers, in the most economically-cultivated sales territories, are reached by The Farm Journal with over one million circulation.

Concentrate in The Farm Journal to dominate the present and the future farm market.



Fit like any other paper

# War Posters of Canada Appeal to Slacker and Patriot Alike

Their Direct Simplicity Offers Much for Study in Our Own Recruiting Campaigns

TWO, to whom the Civil War is not merely a vague memory, were viewing an exhibition of Canadian war posters in the Union League Club of New York recently.

"We never had anything in color like this during the Civil War," remarked one.

"No," agreed the other. "Everything was black and white then."

The posters under discussion are fifty-five originals, the private collection of Guyon M. Gest, a contracting engineer of New York. Mr. Gest has several offices in Canada and through them he has been collecting the originals of the many poster campaigns, principally in Ontario and Quebec, to recruit regiments for over-seas service. In view of our present situation Mr. Gest loaned his collection for exhibition in the Art Gallery of the Union League Club.

As works of art the posters are not important, but in the strength of their direct appeal they are very significant, considering that they helped in recruiting campaigns that sent between four and five hundred thousand volunteers across the water. Many of them are irreplaceable, for, as soon as a unit was fully recruited, the plates were destroyed. The various regiments paid for the work themselves, although for the most part the posters were printed for them free of charge.

One of the most striking was a copy of Whistler's famous portrait of his mother with the inscription—"Fight For Her"—"Come with the Irish Canadian Rangers."

Another, unusual both for a genuine poster treatment and for its appeal, showed a soldier in olive drab against a sombre green background amid standing trees. He wears a field telephone outfit slung over his shoulders, is kneeling and speaking into the mouth-piece. "Send more men!" he is calling,

while below is lettered—"Won't you answer the call."

Another decidedly postery painting shows a soldier with bandaged head and smoking rifle in hand, pausing and looking up. "Why don't they come?" is the caption. In the smoke of his rifle is a scene, evidently back home, of a hockey rink crowded with "slack-ers." "Why be a mere spectator here when you should play a man's



STRONG APPEAL, AND, REAL POSTER TREATMENT

part in the Real Game Overseas?" it asks.

Another significant feature of the exhibition is a distinct appeal to several different elements of population, Irish, French, Jewish, Scottish, labor, farmers, etc.

One appealing to Jews shows a man, evidently of that descent, standing in citizens' clothes and fettered with ropes. A man in khaki is cutting his bonds with a sword, while the Jew is saying: "You have cut my bonds and set

me free. Now let me help you set others free." This slogan is featured—"Britain expects every Son of Israel to do his duty," while at the head appears this legend: "The Jews the world over love Liberty, Have fought for It, and Will Fight for It."

Another plain text poster had this word in letters filled in with the stripes of the British Union Jack—"Which?" Below it read: "Have you a Reason—or only an Excuse for not enlisting—"



ANOTHER POSTER THAT SEARCHED OUT THE MEN

"Now"—the latter word filled in with stripes as the first.

A good, large-size poster with black background and yellow lettering showed a very jolly Tommy, rifle in hand, pointing to this simple declarative—"Come and Do Your Bit—Join Now."

Another effective poster showed a map of Ireland in green, divided by counties with a strip running across it saying "All in One."

A strong appeal to stir the pride in "slackers" was made by a silhouette of a young man, saying to himself—"I should go—BUT!!!" The poster says: "You are no exception."

Another is a facsimile of a letter over the flag. In handwriting it says, under date line, "Somewhere in France." "If the boys at home knew what we are up against they would not expect us to do it alone. We need more men, that is the only way to beat the Huns."

To the feminine this is directed: on an orange background a soldier marches beside his wife. The caption is—"The women of Canada say—'Go!' Below is this little verse: "

"I could not love thee, Dear, so much  
"Loved I not honor more."

Exhibitions of this kind are very interesting especially in view of our entrance to the war. If collections of this kind, including specimens of English, French and Russian posters could be placed on view in Washington where they would receive the attention of Senators, Congressmen and department chiefs, something would be accomplished in demonstrating how advertising could be advantageously employed in meeting our own war problems. Few laymen and not many advertising men have any conception of the variety of uses to which advertising has been successfully put by the Entente.

### Nebraska Forbids Ads on Bridges and Culverts

It is now illegal in the State of Nebraska to paint, paste or fasten signs or advertisements of any kind, except road-markers, on bridges or culverts. The penalty is a fine of not over \$100, with imprisonment until the fine and costs are "paid or otherwise disposed of according to law."

### Reduced Page Size to Meet High Paper Cost

The *Modern Merchant and Grocery World* has reduced its page size and is using a smaller type face, due to the fact that the print paper now costs more than double its former price. The new page size is approximately 7½ by 11 inches.

### Philadelphia Agency to Move to New York

About June 1st the H. E. James Advertising Agency, Inc., Philadelphia, will move to New York.



# Increased Advertising to Improve War-Time Soil Fertility

Soil Improvement Committee of the National Fertilizer Association to Take Advantage of Imperative Need of Large Crops This Year

**T**HE gravity of the world's food situation caused by the war lends increased importance to any effort being made to add to the amount of farm produce to be harvested this year in America. With no war on its hands, the United States has been made to feel the pinch, but this year the necessity to grow bigger crops than ever before is coupled with the imminent prospect of an unprecedented shortage of farm hands because of the war. The army and navy must be recruited; commercial plants will demand men as never before, and the added hosts of men who are not producers of food must be fed by the depleted forces on the farms.

So it is that the work of the Soil Improvement Committee of the National Fertilizer Association takes on a patriotic aspect. Its aim is to promote greater efficiency in soil management and larger and more profitable production. In **PRINTERS' INK** of December 2, 1915, there appeared an outline of the committee's advertising campaign to educate farmers. Because of the situation this year confronting food producers the developments that have since occurred within the fertilizer industry will be of vital interest to **PRINTERS' INK's** readers.

"Our plans have been working out very much in the way that we hoped," said Melvin Ryder, Western editorial manager of the committee. "Our function has been to carry on an educational work, teaching the principles of soil fertility, including the proper use of fertilizers and calling attention to the nation-wide importance of maintaining and increasing soil fertility.

"Much of the present unprecedented interest in soil fertility and in the use of commercial fertilizers to increase yields and to make farm lands more effective,

is due to the world's situation as regards food production. With one-half the world at war and with an unfortunate year for production in 1916, the food situation is most acute. Rising costs of production, including higher prices for farm lands, labor, farm machinery, etc., also make more urgent the need of greater production and efficiency in farm

**PATRIOTISM  
AND PRODUCTION**

**Greater  
production per  
acre is urgent  
whether for peace needs  
or war necessities. It is  
a matter of national concern  
that this year's crops  
be fertilized to increase  
yields and maintain fertility.**

**Fertilizers have an important place in farming every year—a double place this year. Prices and demands for farm products have doubled. Fertilize your corn and other spring crops to get larger yields and profits.**

**Let us help you with your soils and crop problems. Write for our free Soil Profit Bulletins.**

**Soil Improvement Committee**  
NATIONAL FERTILIZER ASSOCIATION  
Baltimore, Md.

**TIMELY COPY, TO BENEFIT A WHOLE INDUSTRY**

management and encourages the supplementing of the natural fertility in the soil with fertilizers. Best results are obtained when every factor is being given proper attention in production. As efficiency in farming increases, the use of fertilizers increases.

"The members of our association are much more united in

advertising than they were a few years ago. The different companies have been carrying on advertising campaigns principally of an educational nature and report excellent results."

Advertising is credited by the Soil Improvement Committee with a great share of the success of its work. Although advertising has been used ever since the work was organized, the present intention of the directors is to increase—probably double—the amount now carried on. This will not only be done to carry the campaign into the States west of the Mississippi where fertilizers have not been used as they have in the Eastern sections, but also to impress upon Eastern farmers the methods by which they can make more effective the fertilizers they are now using.

Mr. Ryder states that many of the inquiries received as a result of the advertisements require personal attention, as the committee aims to furnish specific information to all farmers who ask questions regarding the fertility of their own land.

"Through our advertising," he said, "we have built up a well-developed mailing list throughout the entire country. This is perhaps due in part to the nature of our advertisements, in part to the quality of the circulation of the farm papers used and in part to the consistent interest in soil fertility. We have found in following up our inquiries that they are, with few exceptions, from the best and most prosperous farmers. Our conclusion is that the best farmers are reading the farm papers most carefully.

"We also find that many farmers who answered our advertisements several years ago with letters of inquiry, now make a practice of writing frequently to call attention to results they are securing, new questions that arise and ideas that occur to them. In a number of cases we have large folders of correspondence with farmers extending over several years that started from answers to advertising inquiries."

During the month of January

over 1,200 inquiries were received in answer to advertisements. This is more than double the number received in January, 1916. About 200 farm papers are carrying the advertising at present.

Inasmuch as the copy is not intended primarily to invite inquiries, this record is distinctly encouraging. The committee has no direct interest in the sale of fertilizers and whatever increase in volume of business is obtained by the individual fertilizer companies is only indirectly related to the success of its work. If it succeeds, however, in a wider education upon the subject of fertilizers, the sales of the members of the association will naturally increase.

### Profits of Associated Dry Goods Corporation

The Associated Dry Goods Corporation has announced that the company made a net profit of \$1,097,255 for the six months ended December 31, 1916. The company owns seven large department stores and a part of the capital stock of Lord & Taylor and C. G. Gunther's Sons. The corporation represents the reorganization of the Associated Merchants Company and the United Dry Goods Company under an agreement of December, 1915. The consolidation became effective last September.

The seven stores in the corporation are: James McCreery & Co., New York; Hahne & Co., Newark, N. J.; the Wm. Hengeler Company, Buffalo; J. N. Adam & Co., Buffalo; Powers Mercantile Co., Minneapolis; Stewart & Co., Baltimore, and The Stewart Dry Goods Company, Louisville.

### Novelty Recipe Book of Curtice Bros.

The Curtice Brothers Co., of Rochester, N. Y., has issued a recipe-book that is somewhat of a novelty. It is called "A Pictorial History of Hospitality." It consists of a number of pages of recipes, richly illustrated in colors. At the top of each page is a semi-circular picture showing an epoch in the history of dining. The hospitality of most peoples has expressed itself in the giving of food to the visitor. This was true in the very earliest times and it is still true to-day. The Curtice book shows how the dining habits and customs of people have differed in different ages, from those of Egyptian, Roman, Saxon and Norman down to our own day. The book is issued on the assumption, as the company says in the foreword, that "one always finds a fascination in history, be it the tale of a folk or the story of a food."

# Engineering is a Basic Force in All Commercial Progress

You may not see any direct connection between the science of engineering and the orange you eat for breakfast, but it is an even chance that this wholesome bit of fruit was plucked from a tree which grew from soil made productive by an artificial irrigation system planned and built by an *engineer*.

Or, if your particular orange was grown on soil irrigated by Nature, it came to your table fresh and sweet only because *engineering science* had evolved rapid transportation and refrigeration to a point which insures delivery of perishable products in good condition.

The hooks and eyes and snap fasteners, which are so generously used on your wife's gown, are there only because the *mechanical engineer* has designed and perfected machinery which makes them in commercial quantities.

The match with which you light your cigar has been robbed of its dangerous "after glow" and its flying spark and cured of its evil sulphur smell through the skill of the *chemical engineer*.

The light that floods your library at the turn of a switch is there because the science of the *electrical engineer* has brought it there through a wonderful system of generation, transmission and control.

Engineering is essentially creative. It is constructive. It is an enormous force in developing business. And the engineer is a *creative business man*.

To a much greater extent than the average business man the engineer stands in need of a comprehensive and specialized journalistic service capable of informing, analyzing and interpreting for him the progress and evolution of engineering methods as applied to all lines of business.

For the engineer such a service is a supremely vital necessity.

That necessity is fully and adequately met by the service of the McGraw-Hill Publications.

It is because that service is so thoroughly and completely rendered through these publications, that they are so highly productive of satisfactory results for the advertiser who has products to sell which are purchased or specified by the engineer, or used under his direction.

## McGraw-Hill Publications

**Serve a Buying Power Aggregating Billions of Dollars Annually**

<b>Power</b>	<b>Coal Age</b>	<b>The Contractor</b>
<b>Electrical World</b>	<b>American Machinist</b>	<b>Engineering News-Record</b>
<b>Electric Railway Journal</b>		<b>Electrical Merchandising</b>
<b>Engineering and Mining Journal</b>	<b>Metallurgical and Chemical Engineering</b>	
<b>Members of Audit Bureau of Circulations</b>		



MAY C. LINEHAN  
*Manager School Service Department*

## SCHOOLS

*for instance*

EVERY year in thousands upon thousands of homes the school question comes up for discussion. McCLURE's is the answer—in McCLURE homes. For a quarter of a century in McCLURE's the school advertising has been considered a school directory. The volume of school advertising carried during that period has thoroughly demonstrated McCLURE's efficiency. In recent years emphasis has been placed upon the assistance the School Department could give in the right selection of schools. Personal and unprejudiced advice through this department has added to the intimacy of the magazine in McCLURE homes. Recognition comes when the job is well done. Thousands of letters each year prove the strength of the School Department in



*Saratoga Victory Mfg. Co.  
Victory Mills, N.H.*

July 19, 1916.

School Service Department,  
McClure's Magazine,  
New York, N. Y.

Gentlemen:

Appreciating your School Service Department in the August number of McClure's, I am writing to ask your suggestions regarding a school for a boy of eighteen who has had three years in high school, the last year being in Seattle, Washington. He desires to enter the Military Academy and has had three months in a preparatory school at Annapolis.

Would you advise completing the high school course first? What is your opinion of Culver Military Academy?

Thanking you in advance, I am,

Yours very truly,

*Mrs Walter Smith*



## for the **Automobile Buyer**

**D**RIVING ahead with its campaign for better business, The New York Tribune is now turning the searchlight of Truth on the motor industry.

Says C. E. T. Scharps, Automobile Editor of The Tribune, in the first of a series of striking articles: "It is time to bring to the bar those who are marketing mechanical mistakes, hastily conceived and brought forth with an eye single to big production and big dividends.

"Promises unkept; customers flouted; dubious guarantees; overwrought advertising; service pledges beyond interpretation—these are some of the things found in the indictment of the offenders in the automobile industry."

Six of Mr. Scharps's articles have been reprinted in booklet form. They tell of conditions of which every automobile buyer should be fully informed. Names of manufacturers and dealers are given, and their attitudes toward the customer's interest indicated.

This booklet covers: Contracts, Warranties, Service, Salesmen, Used Cars and Freight. Every automobile owner, prospective buyer, dealer and advertising man will benefit by reading the bedrock information Mr. Scharps presents.

*A copy will be sent to any inquirer upon receipt of two cents in stamps. Ask for the "Automobile Booklet," addressing Service Department, The New York Tribune, 15½ Nassau Street, New York.*

**Every motorist, prospective car owner and auto manufacturer needs this mighty enlightening booklet**

# Wanted, for Uncle Sam, a War Time Advertising Chief

He Must Fulfill Difficult Specifications, But Whoever He Is He Should Be Found Quickly

By William H. Field,

Business Manager, Chicago Tribune

THE greatest business concern in the world is about to launch the biggest selling campaign of which the mind can conceive, to the largest single market ever sought in the Western Hemisphere.

The business concern is the United States Government.

That which is to be "sold" is the official answer to the question in the hearts of every citizen capable of thought, viz: "What can I do to serve my country?"

The market is the hundred million population of the United States.

The people of the United States find themselves in a situation entirely outside the scope of their experience. Their Government is in a state of war with a great foreign power. An ocean lies between them and the sound of guns. They have not seen an enemy flag, a prisoner, a wounded soldier, a devastated home, a desolated family. It is not at all surprising that their comprehension of the present emergency or the tremendous possibilities of the future is incomplete.

In the heart and mind of every man, woman and child, however, lies the spirit of patriotism—the desire to be of service if only some one will show the way.

The American people, more than the citizens of any other country, are educated to read, absorb and respond to advertising. No article of common consumption has been sold to them in universal quantity except through advertising. Their favorite publications, their elevated and surface transportation lines, the posters and blank walls that line their thoroughfares, the electric signs that shine by night, are filled with the messages which guide their daily lives.

The Government at Washington has before it the task of "selling" to the citizens of the United States the greatest of all possible lines of guidance in their daily lives at this most serious of all the pages of their history—how to so conduct themselves and their affairs as to be of the utmost possible service to their Government.

What more perfect, logical and efficient method can there be than that to which these people are accustomed—advertising?

For the purpose of a better understanding of the enormous possibilities of this course, compare the Government of the United States to some great business house, with its various departments and its task of selling its commodities to the people.

ALL OF THESE DEPARTMENT HEADS  
NEED ADVERTISING COUNSEL

The president of this great business concern is the President of the United States. His department heads are the Secretaries of State, War, the Navy, the Treasury, Agriculture, Commerce, Labor, the Interior, the Attorney-General and the Postmaster-General.

The Department of State could tell the people exactly why the state of war was declared. It could reprint parts of the President's historic address. It could lay the background for the future course of the people along the lines to be later developed by the other departments. Through a clear understanding of the tremendous and far reaching importance of the present situation, it could arouse the patriotism and enthusiasm of the people. It could have special messages for the foreign born, to be read by



them in the publications printed in their native language.

The Departments of War and of the Navy are already engaged in a vigorous effort at recruiting. The information necessary to a clear understanding of the country's needs, of the nature of service desired, of the pay, is still unstandardized and fragmentary. Advertisements of all kinds, posters, printed literature, blanks, should be standardized and uniform, ready for distribution and use from Maine to California and from the Great Lakes to the Gulf. When universal service or selective conscription is determined upon, the arguments therefore should be made uniform and presented to the people in standardized advertisements.

The Treasury Department must raise funds to finance all the departments. The people are the ultimate consumers and it is their money that will be loaned to the Government in the end. Their prompt and generous response to the announcement of the various loans will be assured by advertising.

#### THE ALL-IMPORTANT QUESTION OF FOOD SUPPLY

The most pressing question at present is that of the food supply. Every tillable acre must be cultivated, but the work must be done systematically and those crops raised which the Department of Agriculture shall indicate, and be disposed of after a standardized plan. The owners of fertile soil are willing to co-operate, but they must be told what to do, when and how to do it. Working through uniform advertising, the Department of Agriculture, aided by the Commissioners of Agriculture of the several states, can systematically instruct the owners of land what to do with it to produce the maximum results. The people of the United States can be instructed as to the steps necessary to the elimination of waste in food, as to the nourishing values of different articles of food and as to the best and most economical uses to which they can be put.

The Department of Commerce

has messages to give to heads of factories and mercantile houses. Hundreds of thousands of men are employed in factories whose products are necessary to the Government and to the people in this emergency. How vastly better is it that such employes should continue at their customary tasks instead of enlisting their services in other branches of Government work where they are not so much needed. Standardization of this phase of real service to the Government may be procured by uniform publicity whether in printed or circular form.

The Department of Labor needs the sympathetic support of the workers in all branches. The ways in which they can best serve should be told to those workers throughout the United States in some uniform fashion.

These are but the barest hints at the most obvious of the necessities for organized effort on the part of this greatest of all business concerns, the Government of the United States. They are sufficient, however, to indicate the unlimited possibilities of the services of an Advertising Department which could collect, standardize and give publicity to the immediate and future needs of each of the branches of government work and "sell" the people of the United States in this greatest of all campaigns.

#### ORGANIZATION READY MADE IN A. A. C. OF W.

The services of the Associated Advertising Clubs of the World have already been offered to Washington through the National Advertising Advisory Board, with Herbert S. Houston, President of the A. A. C. of W. as chairman. This association includes some of the best advertising men in the world. Organizers, planners, merchandise and copy men who have successfully marketed every article of universal consumption in this country are among its members. Who could better "sell" to the people of the United States what their Government now wishes them to do, than those same men who have so successfully sold the

same millions over a period of many years of experience. Their services are invaluable at such a time as this, if only through their knowledge of what *not* to do.

Let this article, therefore, suggest the immediate organization of a systematic Advertising Department for our great government business concern, through which the messages of all the departments shall be translated to the people in terms that they are accustomed to understand. Let there be appointed a Bureau of Advertising as one of the regular governmental departments and let there be selected for its head a man whose vision is broad, whose experience is long, whose ability to command the services of the biggest advertising men of the country is unquestioned and whose energy is dynamic. Such a man exists to-day in the advertising world. Who is he and how quickly can he be found and put to work at Washington?

### Pilgrims' Convention Excursion Plans

The Pilgrim Publicity Association, Boston, will conduct a special excursion to the St. Louis convention of the A. A. C. of W., leaving Boston in special Pullmans at 1 p.m. on Thursday, May 31. The excursion is open to those not members of the association who may be going to the convention.

With a stop of only two hours in Chicago, the party will arrive in Burlington, Iowa, Friday evening. Here a Mississippi river steamboat will be boarded, and the New Englanders will meet the delegations from the St. Paul and Minneapolis clubs.

All day Saturday will be spent on the Mississippi, broken by an inspection of the \$25,000,000 dam and power plant at Keokuk, and a pilgrimage to the boyhood home of Mark Twain at Hannibal, Mo. About midnight St. Louis will be reached, where headquarters will be established in the American Hotel.

The return trip will begin at midnight, Thursday, June 7, and the delegation will reach Boston Saturday morning.

Details regarding the cost of the trip and the time of arrival of the outbound train at various points in Massachusetts where excursionists may join the party may be secured by addressing the association in Boston.

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# Quakers Explain Their Peace Advertising Which Failed

Chairman of Executive Committee of the Friends' National Peace Conference Repudiates the Accusation of Being Pro-German

**J**UST prior to the declaration by Congress that a state of war existed between this country and Germany, and a few days before the Emergency Peace Federation spread broadcast its large advertisements designed to prevent that declaration, the religious Society of Friends, better known as Quakers, acting as a religious organization and entirely independent of the Peace Federation's movement, laid their message of appeal against war before the public in advertisements inserted in fifty big daily papers and seven weeklies of national circulation.

The campaign, short and ineffectual as it was to prevent a step influenced by the sentiment of the country at large, was noteworthy not only in its recognition of the force of advertising as a moulder of public opinion, but in the novelty of a conservative national religious body buying large space in the public press for the propagation of what really is an old and important part of its religious belief.

The campaign was managed by the Friends' National Peace Conference, with Professor Henry J. Cadbury, of Haverford College, as chairman of the executive committee. The cost was about seven or eight thousand dollars, borne by the Friends without outside assistance.

In explanation of the Friends' attitude and the considerations prompting their action, Prof. Cadbury says:

"The advertising campaign carried on by the Friends' National Peace Committee during the few weeks just past was a novelty in method rather than in subject matter. It was an effort to do nothing else than preach the gospel of Christ through the medium of the modern press and applied to the urgent international problems of the day.

"Now that war is declared all men are adjusting themselves to new ideas of national duty. But while the decision was unmade it seemed reasonable to those who believed that other ways were better, to express themselves in plain words that would be at the same time consistent with the dignity of the motive and of the aim of such evangelism.

"The Quaker name is of recognized advertising value. Its use by those to whom it belongs for the spread of an established element of the Quaker faith was thought to be no prostitution of the name.

"Friends are not pro-German. Quakerism was founded in England and never had much vogue in Germany. Most American Quakers are closely associated with England by name, by family and by friendship. Friends have always been the friends of democracy, of freedom and of liberty of conscience. They befriended the Dukhobor refugees from the military oppression of Russia.

"The opportunity for much public service of this patriotic kind is now past. But there are many persons in America in all churches or in none, who have told us that they not only endorse our views, but rejoice that one church of Christian name was bold enough to state in clear terms Christ's own message of a more excellent way."

## Wittmack With Oshkosh Overall Company

C. E. Wittmack, for five years advertising manager of the National X-Ray Reflector Co., Chicago, will become sales and advertising manager of the Oshkosh Overall Company, on May 1st.

George W. Bryan, until recently associated with the Architectural Record Company, New York, has joined the Creative Advertising & Sales Service, Inc., of the same city.

## The Experience of the Queen Quality Boot Shop with the New York Evening Journal



March 30, 1917.

New York Evening Journal,  
New York City, N.Y.

Gentlemen:

I want to express my sincere appreciation of the fine position which you gave to our large spring season announcement of Queen Quality shoes in yesterday's Evening Journal. We felt that we had an excellent advertisement prepared and were naturally anxious to have it bring the largest possible results.

When we saw the fine position it had been given, without any promise on your part, we realized again that your sincere interest in, and co-operation with your advertisers is doubtless partly responsible for the large results from Journal advertising.

You may be glad to learn that we are having a busy day, that taxes our organization to serve the customers which the Journal has sent to us.

As you know, we have been consistent in our liberal use of the Evening Journal for the past year and a half, and have established a clientele among the readers of the Journal that has been valuable to our business.

The past year has been the most prosperous in our history, and naturally we attribute a part of our success to the results of our advertising in the Evening Journal.

Very truly yours,

QUEEN QUALITY BOOT SHOP,

(Signed)

*Thomas B. Meath* Mgr.

*This interesting letter deals with demonstrated FACTS—not with mere opinions. During the year 1916, the Queen Quality Boot Shop used FOUR TIMES AS MUCH SPACE in the New York Evening Journal as it used in all other evening newspapers in New York City, and had "the most prosperous year in the store's history."*

*Other shoe advertisers have had the same results in the New York Evening Journal, for, during the year 1916, the Evening Journal published TWICE AS MUCH SHOE ADVERTISING as was carried by any other evening paper.*

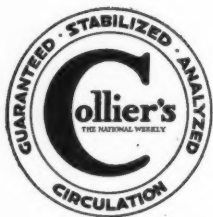
## COLLIER'S BONUS NEARLY 300,000 AT PRESENT RATES

Advertisers in Collier's are paying for 800,000 circulation.

They are getting nearly 1,100,000—a bonus of practically 300,000.

Such a bonus would be remarkable today in any periodical.

In Collier's it is compelling—you can not afford to overlook it.



*More than a million copies a week.*

# RATE ANNOUNCEMENT

Effective with the issue of September 15th, 1917, Collier's circulation guarantee will be

**1,000,000 net paid copies a week**

The rates for space under this guarantee will be

Agate Line.....	\$ 5.00
Page .....	3,000.00
Half Page.....	1,500.00
Quarter Page.....	750.00
Back Cover (2 colors) ..	4,000.00
Back Cover (3 colors) ..	4,500.00
Inside Covers (2 colors)	3,500.00
Center Double (2 colors)	7,000.00

New rate cards and full data about mechanical details will be mailed shortly.

Privilege is reserved to make further adjustments in prices and guarantee without other notice.

**P. F. COLLIER & SON, Inc.**

New York      Chicago      Boston      Philadelphia

## War Won't Hurt Convention, Says Houston

That the attendance at the A. A. C. of W. convention in June will be increased instead of being injured by the war, is the opinion of President Herbert S. Houston, expressed at a recent meeting of the Advertising Club of St. Louis. "Hundreds of business men will attend to catch the drift of the nation's thought along commercial lines," said Mr. Houston, who added that in several cities he has recently visited he found extensive plans under way to send larger delegations this year than ever before.

A resolution decrying the suggestion that publishers donate space to the government for war-time advertising was adopted at the same meeting. "Publishers are as patriotic as any other citizens," the resolution states, "but we also wish to express it as our united belief that there is no more reason why they should contribute space, which is their merchandise, than the farmer should contribute his grain, the merchant his goods, the manufacturer his finished product, or the banker his money." The club therefore, "believing that advertising is a commodity precisely as bonds are, or as the products of the farm are," went on record unanimously "to the effect that the government in using advertising space should pay for it precisely as it pays for food or munitions for the army or navy."

In the course of his remarks, Mr. Houston repeated his statement that the government could save \$25,000,000 in the cost of floating the forthcoming bond issue, by having the bonds advertised to the people at three per cent interest instead of selling them through the usual channels at three and one-half per cent.

Melville L. Wilkinson, president of the Scruggs-Vandervoort-Barney Dry Goods Company, urged that not a dollar be lopped from any advertising appropriation because of the war, and that not an employee should be discharged. He expressed firm confidence in the stability of business conditions under the stress of the military crisis.

## Store Buyers as Government Inspectors

Department stores all over the country have been asked to allow their buyers to act as advisors of the Government in the purchase and inspection of supplies. Alexander H. Meyer, president of the Merchandise Importing Co., of New York, has written to 600 stores, and has offered the services of buyers to the advisory committee of the Council of National Defense.

"Department stores of the United States have organizations of buyers who are experts in supplies," Mr. Meyer wired the committee. "Through interviews with proprietors in New York and elsewhere, I feel that I can mobilize this force in almost any part of the country, and at short notice. I offer you my full time and service without cost."

## Safe-Cabinet Co. Discourages Unfair Competition

The Safe-Cabinet Company, of Marietta, Ohio, like the National Biscuit Company, is making good use of suits that it has won against concerns engaged in unfair competition. It has gotten out a pamphlet containing copies of "Injunctions and Decrees Issued by High Courts to Protect the Tradename of the Safe-Cabinet Company and as a Safeguard against Unfair Competition in Trade." There is an introduction by W. V. Dick, president of the company, in which he quotes Shakespeare's famous lines, "He that filches from me my good name, robs me of that which not enriches him and makes me poor indeed." Mr. Dick recognizes that "... business men and corporations generally are essentially fair, honorable and upright in their dealings with their competitors. Only in the most extraordinary cases do men of business wilfully and maliciously persist in practices that they cannot justify to their own consciences, and when such practices finally lead to the impartial arbitrament of the courts, justice then is likely to accomplish what conscience has failed to do. . . . We built up a market for The Safe-Cabinet and spent thousands and thousands of dollars advertising it before this company ever realized one cent of net profit. Imitators and infringers started to manufacture an article and to sell it on the strength of the market which had been created by the Safe-Cabinet Company. We have had to fight in self-defense. . . ."

The pamphlet goes on to say that "the name 'the Safe-Cabinet' has assumed definite commercial value—an asset of this company, bought and paid for by thousands of dollars judiciously spent in the advertising columns of the representative publications of the land." There follow copies of injunctions granted by various courts, State and Federal, in suits brought by the Safe-Cabinet Company, enjoining the use of the name "Safe-Cabinet" in unfair competition, so as to result in misleading the public.

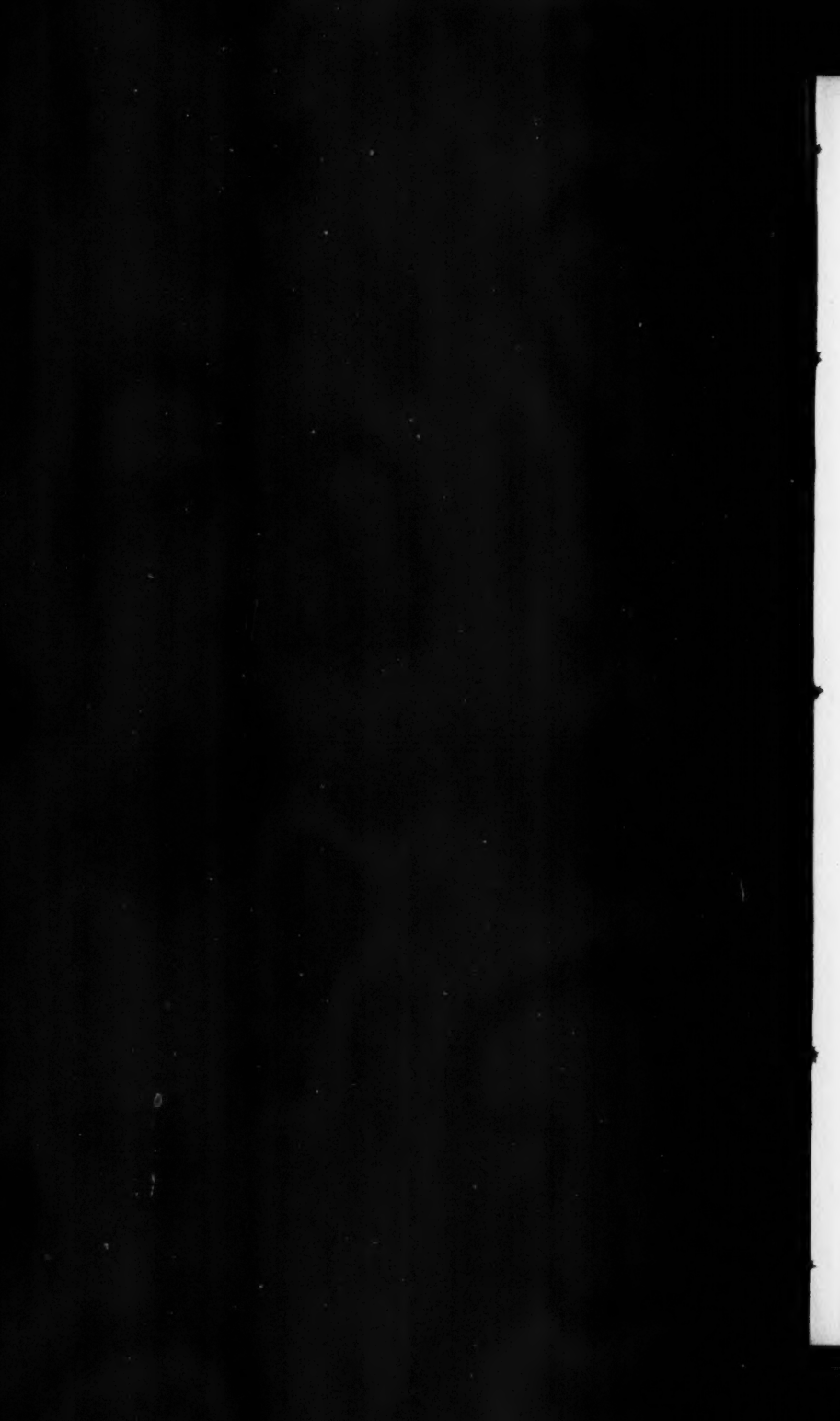
Both in its recognition of the fact that unfair business competition can generally be stopped by an appeal to the competitor's sense of justice, and in the object-lesson it conveys by an actual reprint of decrees that have been secured, the Safe-Cabinet Company's booklet illustrates the policy suggested not long ago by **PRINTERS' INK** in an editorial on "Stopping Imitations without Suit."

## In Charge of Alpha Cement Advertising

Fred W. McElroy, for three years assistant to S. Roland Hall, advertising manager of the Alpha Portland Cement Company, Easton, Pa., has been appointed acting advertising manager. Mr. Hall, as already announced in **PRINTERS' INK**, has been made advertising manager of the Victor Talking Machine Company.







# "At Your Service, Uncle Sam"



—Sykes, in the Evening Ledger

# PENNSYLVANIA

## Can Give More Than Any Other Commonwealth

**P**ENNSYLVANIA'S capacity to make steel about equals the rest of the States combined. Bethlehem itself can make as many guns as Krupp.

Baldwin's alone can produce more locomotives than all the plants in Germany.

One of the world's greatest gun factories is at Eddystone.

Westinghouse has the ability to turn out more electrical devices than can be manufactured in any of the forty-seven States bar one.

\* \* \*

PENNSYLVANIA is the only State that can protect a warship with armor plate.

This is also the only State that can build a battleship complete—arm it with the biggest guns, stock the magazines with shells and gird the whole thing with steel armor.

In Philadelphia is one of the two or three greatest clothing manufacturers in the world. Kirschbaum could without adding to the present working time of eight hours a day produce 8000 uniforms a week.

Stetson can make the hats for an army of millions.

Our manufacturers of stockings and underclothes in Pennsylvania could, in that particular, equip a greater army than America has yet enrolled.

\* \* \*

PENNSYLVANIA'S chemical makers are renowned over the earth, and their capacity is sufficient to supply hospitals for a nation.

Mulford's plant at Glenolden produces sufficient antitoxins and vaccines to inoculate an army greater than that of France.

Carnegie, Cambria and Pennsylvania Steel can roll the rails for war-used tracks to any limit.

We have in Pennsylvania enough coal to fuel all the warships of the belligerents.

Here is located one of our country's greatest oil refineries.

\* \* \*

PENNSYLVANIA has at any given time more freight cars than any other State, a thing of vital need when those war drums beat to arms.

It takes money to fight battles. Excepting one State alone out of the forty-eight, the people of Pennsylvania could buy more Government bonds than the inhabitants of any.

We have 11,000 physicians from whom the field hospitals could draw.

Yes, Pennsylvania is the Hercules of the Union, and if it were necessary to mobilize up to the limit that has been done in France, we could send out under our battle flags an army of 800,000 men.

—Girard, in the Public Ledger

*The Philadelphia Public Ledger is the dominant newspaper personality of Pennsylvania. The vigor of its journalistic enterprise and the strength of its exclusive news services give it a commanding appeal to Pennsylvanians.*

# The Ledger

*Morning*

*Evening*

*Sunday*







# What Is the Best Way to Tell the Consumer of a Raise in Price?

A Discussion of the Pros and Cons of the Question, Based on Present Unsteady Market

By S. C. Lambert

THERE is a wide divergence of opinion as to the best methods to follow when a price advance is made to the consumer. Should the manufacturer lend his aid in getting the new price accepted, or should the brunt of the task be left to the dealer? Is it good policy to advertise the new price and make a full explanation of the reason for it, or is it better simply to put the new price into effect and say as little as possible about it? There is much to be said in favor of either contention.

Most manufacturers do not advertise the retail price of their products. Hence whenever it becomes necessary to raise the price to the ultimate buyer, it is almost the general custom to let the dealer break the news. In those cases where the manufacturer does state the retail price in his advertisements, it is the usual thing, when a price is advanced, to give the new quotation, without any mention of the fact that there has been a change.

Talking too much about a raise in price is regarded as negative merchandising. Putting forward a price with an apology for it is viewed as a weak-kneed policy. It is supposed that if the merchandise, itself, or the selling talk in favor of it, does not justify the price asked, it is futile to argue that the quotation is just.

Another objection that is commonly made against publicly explaining an advance in price, is that it is unnecessary. The explanation calls the attention of many people to the advance, which otherwise they might not have noticed. It focuses interest on the subject and forces buyers to think about it. A great many persons are indifferent as to the price they pay. "They want what they want when they want it," and do not

care what it costs. Telling these people that the price is higher now than it was when they bought the article the time before, would be equivalent to calling their attention to the product's disadvantages.

## BUYING PUBLIC WILL LISTEN TO REAL REASON FOR ADVANCES

In normal times when prices are raised, the work is left to the dealer and that is all there is to it. Advertising manufacturers especially have shown very little interest in the question, because it is seldom that the price of an advertised product is advanced. However, under the present abnormal conditions, the question forces itself upon us with a prominence that it never had before. The retail price of most articles has advanced not only once; but, in many cases, several times. Getting these ever-recurring advances across to the consumer on so many items is presenting a very real problem to the retailer. The publicity that has been given in the press to the high prices has helped the dealer somewhat. It has made the average buyer realize that he must pay more for his supplies. The prevalence of widespread prosperity has also helped. Most persons are financially able to pay higher prices and many of them are doing so without complaint.

The fact stands nevertheless that the task of getting his customers to accept the new prices on so many things in his stock, has placed a burden on the dealer that he is not always discharging to his own advantage, nor to the credit of the manufacturer whose goods he is selling.

Very often during the past year the writer has had occasion to wait in stores for five minutes up

to an hour at a time, and has listened to the sales people as they tried to explain to their customers the causes of price advances. Generally the explanation was anything but convincing. It was attributed to the war in vague terms, and the buyer often showed that she had a suspicion that the war was blamed for some things for which it is not responsible. Occasionally the explanation was made tactlessly and offended the buyer. While the purchase was made in most cases regardless of the raised price, it was often done under protest. In most cases the dealer and not the producer of the goods was the one criticized. Explaining the price, or trying to do so, took up much of the clerk's time. The whole transaction impressed the disinterested observer as being badly handled, and as being subversive of good will.

In view of the existence of abnormal conditions, wouldn't it be advisable for both manufacturers and dealers to depart temporarily from usual methods and make a more systematic attempt to tell the consumer something as to exactly why it is necessary to charge more for certain classes of goods?

Many seem to think so. Here and there we find instances where rather skillful plans are being used to make the selling path of advanced merchandise easier. Telling the buyer about the advance is not left to the hit-or-miss explanation of an ill-informed clerk.

For example, F. R. Tripler & Company, a haberdashery concern in New York, which advertises extensively in the newspapers, have a bulletin with this announcement on it prominently displayed in the store:

**SPECIAL NOTICE TO OUR PATRONS**

The increased cost of raw materials and labor have made necessary a small advance in price on various staple articles.

We are not offering substitutes of inferior quality, since it is our policy to offer for sale only such reliable merchandise as will prove entirely satisfactory.

F. R. TRIPLER & Co.

The same announcement has been printed on small slips to be handed patrons. There is nothing sensational about this bulletin. It is a mild and conservative state-

ment of the situation and of the store's policy. Nevertheless it is unusual to the extent that it broaches the question of price advances, and does not leave it to the customer to ask for an explanation.

**FRANK POLICY FORESTALLS CRITICISM**

"Before we made this formal announcement," said a member of the firm to a representative of PRINTERS' INK, "a good proportion of our patrons complained about prices. Our salesmen had been instructed to explain to each customer, who objected to the advance, why it was necessary to charge more. We are trying to build up our trade on quality goods. Buyers were told that it was possible to get cheaper substitutes, but offering merchandise of this kind would not be according to our policy. Most customers accepted the explanation and were satisfied to pay the price asked.

"However, often when I was down on the sales floor, I noticed that much of the salesman's time was taken up in making explanations. It occurred to me that many buyers may be accepting the price argument of the clerk as just talk used to make a sale. It seemed to me that the explanation would be much more effective if it came from the firm and not from the salesman alone. That is how I got the idea for the bulletin. Since we have adopted the idea, there has been considerably less criticism about prices and the straightforwardness of the plan has been commented on so favorably that it has brought us a lot of new trade."

Variants of Tripler's idea are used in many other stores. Especially do we find traces of its influence on the show cards that retailers are using. Signs similar to this have become quite common:

"Yes, the price is a little more, but the quality is high as always."

These signs act as shock-absorbers. The prospective buyer who reads them has been warned that she must pay more.

In discussing the subject one retailer said: "In normal times I do not believe it is good policy to emphasize price advances by announcing them to the public, except in special cases where there may be good reasons for doing so. But conditions are so unusual now that I believe many principles that are ordinarily sound do not at present fit the needs of the occasion. There are a great many hazy notions as to what is causing the high cost of living. Most people have no proper conception of the real causes, and are only too willing to blame it all on the only factor in our plan of distribution with which they come in contact—the retailer.

TO CORRECT PUBLIC'S ERRONEOUS  
IDEAS OF HIGH PRICES

"For example, in the past year, see how grocers have been blamed for the cost of food. Economists and others are busy explaining why commodities cost what they do, but these explanations seldom reach the mass of the people. Since high prices have been put under the white light of publicity, I believe that retailers should use publicity to tell why prices are high. It should not all be left to the retailer, either. To some extent manufacturers should help. In those instances where the facts have been presented to the public, the results usually have been remarkable. When people are told of the hundred and one things that enter into the cost of an article and which determine its selling price, it has opened their eyes to the difficulties with which the retailer has to contend.

"I was reading the other day of a grocer who told his customers that it cost him six and one-half cents for each call his solicitor made for an order; that it cost him four and three-fifths cents every time his truck stopped to make a delivery, and therefore he could not deliver orders for less than fifty cents. Figures such as these make people think. The retailer has two courses that he can follow. He can sell cheap goods and eliminate all service, or he can feature quality goods and give

unlimited service. In either case he should steadily advertise what he is doing and exactly why he is doing it."

Of course, generally speaking, it would not be good policy for the manufacturer sensationally to advertise price increases. If the advancement of prices is to be announced at all, it should be done deftly and with the sting taken out. The method used by the Larkin Company, which was described in *PRINTERS' INK* a few issues back, shows with what a consummate touch this delicate matter can be handled. Whether the manufacturer or the dealer should assume the burden of making the announcement, is not the purpose of this article to determine.

The point is that as long as it is necessary to raise prices, the advances should be made with as much skill as can be brought to bear on the matter. Many retailers are now handling the situation so clumsily that they are offending customers and in many cases losing them.

Is there not something that manufacturers can do to relieve the stress on the dealer, either by helping him or by showing him how to help himself?

In its issue of March 29, *PRINTERS' INK* told how the Beech Nut Company is trying to deal with the situation. It is advertising in trade papers to coach the grocer in the best ways of retaining the customer's confidence in this period of frequent price changes. Other advertisers, such as the collar manufacturers, are furnishing the dealer with cards, giving the new prices. The Pyrene Mfg. Co. is advertising a proposed advance, so as to give users a chance to buy before the new price goes into effect. Several manufacturers, such as the Way Sagsless Spring Co., are mentioning the advanced prices, without explanation, in their general advertising. All these methods help. But the retailer's complaint is not about those who are doing something to help him, but rather about those who are leaving him to bear all the brunt of the consumer's criticism.

## How Lumber Associations are Helping the Dealer

Methods of Co-operation That Are Proving Successful for Five Associations—Gum Lumber Sales Increase in Spite of Big Export Decline—Model Houses of the Cypress Association

**F**IVE great lumber associations are now engaged in help-the-dealer work, having organized trade extension departments which are carrying on this sort of work aggressively in all sections of the country. These organizations are the National Lumber Manufacturers' Association, the Southern Cypress Manufacturers' Association, the Southern Pine Association, the Arkansas Soft Pine Bureau, the North Carolina Pine Association and the Gum Lumber Manufacturers' Association.

Copy is being used which will appeal to home builders, and the mediums selected are those which it is believed reach this class of persons.

The Southern Cypress Manufacturers' Association plan is typical of those which are being followed to help the dealer to interest the home builder in lumber as opposed to other kinds of building material. Several model houses, built with the same care and detail that is devoted to the work of a full-size dwelling, have been constructed by the association's architects, and these are being sent all over the United States in charge of a competent man, who places a model on exhibit in a dealer's store or office for a day or longer. The dealer is apprised in advance of the time of the arrival of this special exhibit and invites all of the actual or prospective home builders of his community to come to see it. The representative of the lumber association explains in detail to these home builders the advantages of his particular type of lumber for home-construction.

Technical men are being employed for this kind of work—

men who know lumber thoroughly. The Southern Pine Association has recently placed its trade extension department in charge of a professor of forestry. In addition to the work with home owners these associations are also working with architects and contracting builders.

The Gum Lumber Manufacturers' Association faced a serious situation at the beginning of the war. Its annual export of 70,000,000 feet of this American cabinet wood was suddenly shut off. Instead of despairing the members of the association resolved to double their advertising efforts, and as a result the domestic consumption of gum lumber has been increased 100,000,000 feet per year, more than offsetting the loss caused by the cessation of export business.

C. S. Reynaud, of New Orleans, La., advertising manager of the Southern Cypress Manufacturers' Association, who has been in New York attending the National Complete Building Exposition, where all of these lumber associations had exhibits, said that the campaign of this organization, which was inaugurated several years ago, has brought very successful results, and has increased the use of Southern cypress for home building in all sections of the United States.

## Fire Underwriters in Joint Campaign

The Fire Underwriters' Association of Rochester, N. Y., has commenced a ten-weeks' campaign of advertising in the six daily papers of the city. Each advertisement contains the names of the thirty members of the association and measures two columns wide by seven inches deep.

The copy is mainly of an educational nature. "The object of the campaign is, of course, to build up the insurance business," says J. C. Kalbfleish, vice-president of the association, in a letter to *PRINTERS' INK*, "and each advertisement, while referring to different lines of insurance, will call on the reader to give some thought to the subject and in case of being under-insured, or lacking in a certain line of insurance that he ought to carry, he is requested to apply to his agent for further information, etc."

The expense of the campaign will be apportioned among the members according to the volume of business done.

Judge now has the largest net-paid circulation of any periodical in its field.

Audit Bureau statements for the last six months of 1916 show:

*Total net paid*

Judge ..... 126,677  
Second in humorous field.. 126,605

*Net paid in United States*

Judge ..... 125,739  
Second in field..... 112,493

Current issues of Judge show an even greater circulation. And the number is steadily increasing.

LUTHER D. FERNALD, ADVERTISING MANAGER

# Judge

*The Happy Medium*

Boston      NEW YORK      Chicago



Today, the relation of Advertising to Business is being established on a more practical basis than ever before.

There are not now as many advertisers who know in advance exactly what they want. There are not as many who employ advertising service merely to interpret their own ideas.

On the other hand, there are not as many advertising

agencies who know in advance exactly what the advertisers ought to have. There are not as many who are willing to give counsel and plans before making a comprehensive study of the advertiser's business and its needs.

Snap judgments, "hunches" and inspired enthusiasm are much less in favor as the basis for advertising expenditures.

# Fuller & Smith Advertising Cleveland



## To Get in the Big Book—

your copy should be in our hands  
not later than

***Tuesday, May First***

- On that date, advertising forms close for the big *summer issue* of the New York City Telephone Book.

900,000 copies will be distributed to the best buyers in the Metropolitan district.

Mark down the date, but don't wait for it!

Let us talk with you about telephone directory advertising *NOW*.

### NEW YORK TELEPHONE COMPANY

Directory Sales Department  
Telephone—Cortlandt 12000

15 Dey Street

New York City



# Facts the Best Stimulus for the Salesman

The Kind of Information Which Has Proved Out With a Big Sales Force

By C. K. Woodbridge

Sales Manager, Loose-Wiles Biscuit Co., New York

**Y**OU have often heard the story of the kind of support given the salesman in the old days; with a time-table, the grip with samples, price book, catalogue, expense money, a list of accounts, unlimited opportunity and chuck full of ignorance and enthusiasm, the salesman started out.

It is a true picture, which we can vouch for from experience. Many a time a brother salesman supplied the personal touch by way of introduction to the prospective customer, and many a time we have poured over the directories, telephone books, hobnobbed with train conductors, bus drivers, hotel clerks and the veteran salesman in order to gain information pertaining to a territory and prospective buyers.

The business oftentimes was gained from long acquaintance, personal friendships developed through family interests, or oftentimes through visitations around the stove in the country store, or during a period of a friendly game after hours in a hotel room. The game of selling was an elastic proposition. There was a top price and a bottom price, and the fellow made the most money who traded nearest the top.

Conditions since then have changed, and to emphasize this, we only have to pursue our discussion of the kind of support the salesman should get from his house.

Most of us are strong advocates of the weekly sales bulletins, which should be composed by the sales manager or a competent person under his direction. This bulletin is of the utmost importance. It should be a sales bulletin, not

a sales bull. It usually takes the form of a general weekly sales letter to all men. It should be reasonably short and written in convincing language. Sometimes companies begin their letters with market reports, giving advances or declines in raw materials, and their explanation of such changes. Knowledge builds confidence. Our men should know all the story. Arguments and suggestions should be convincing, and a sales bulletin should be the authority on which a man bases his selling stories.

The following is one company's method of developing sales bulletins:

First—Quoting extracts from market letters and authorities in the trade.

Second—Referring to any event that has any bearing on the particular commodities.

Third—Mentioning changes in prices.

Fourth—Giving selling ideas.

Fifth—Referring to goods especially seasonable and salable at the moment.

Sixth—Cautioning against errors made during the past week, by presenting and correcting them, giving the men information on the general work that the house wants done the coming week.

## MANNER OF WRITING IS IMPORTANT

Properly written and edited, your bulletins will make your men better salesmen. The more your men know about the goods they are selling, the better impression they make on their customers, to say nothing of the confidence which knowledge gives them. If your bulletins are newsy, interesting, educational and up-to-date, they will act as a clearing house of ideas for the benefit of the entire force.

Portion of address before the Cleveland Advertising Club, April 10.

One sales manager comments thus: "Your bulletins should never be dry reading. By interspersing the paragraphs with selling philosophy, by occasionally a few lines of poetry or a bit of humor, and now and then an anecdote, what would otherwise be a dry letter is thus made attractive. It is suggested that such selections always have a bearing on your business. They are helpful because they relieve the monotony. As an example, a few lines of the poem, "It can be done" will suggest to salesmen that seemingly impossible things can be accomplished by them, providing they have courage to try and keep at it. Some bulletins may be made personal. If written in conversational style, they are more effective. If Jones has a fine run of business, mention it in the bulletin; the same for Smith, if he captures an opening stock, and if Brown has had an extraordinary good run of orders, compliment him, and thus encourage him to turn the trick as often as possible.

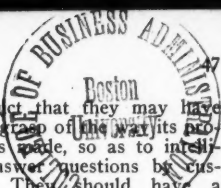
As a further means to encourage business, arrange selling contests of various kinds to encourage your men. Publish their standing in point of sales each week or each month. Give a list of the number of orders received and call on those having the fewest orders to "get busy" and line up with the leaders.

Salesmen need the stimulus that comes from a well-planned contest in sales. The spirit of rivalry is in all salesmen. Friendly rivalry is a great sales builder. Recently one-half of a force, 150 men, challenged the other half in the sale of individual varieties. Each pair worked on one product for a small prize. Letters and postal cards were written by the opponents to each other and to their wives and sweethearts. The challenge contest lasted thirty days and produced large volume. Keep up a constant spirit of rivalry. Work up enthusiasm. Enthusiasm is a valuable asset and it is contagious. A customer has difficulty in resisting an enthusiastic salesman.

Suggestions and selling ideas help to fasten the salesmen to you as they appreciate all the help they can get from headquarters; selling points that can be interpreted in the language of the customers; reasons why the dealer should buy your product, and suggestions for selling the product after the dealer has purchased. Answers to objections made by customers to the line of goods sold, advertising that links up with sales plans and a detailed plan for its use, all these salesmen should know. Salesmen should be taught the one best method of presenting sales arguments. Salesmen should be told of actual experiences by their fellow salesmen. An interchange of selling stunts encourages new endeavor.

#### A HELP IN SALES CORRESPONDENCE

To save time and the overlooking of important matters in correspondence with salesmen, some managers have a card before them on which to note the matters coming up daily which they desire to mention in letters to the men. With the memorandum before you, it will not be difficult to dictate right off the reel when you are ready for it. If you wait till the last moment much valuable matter is sure to be overlooked. You are sure to have occasion often to write each individual personal letters in regard to matters which concern him alone. One suggests having large envelopes or pockets made of very stiff paper, one for each salesman. Keep these on the desk. As matters arise which you have no time to write about or which do not require immediate attention, make a note and put it in the envelope bearing the salesman's name. Then when ready, take all matter out of each salesman's desk envelope and place in an envelope to be mailed. Then nothing is forgotten. You frequently think of something one moment and forget it the next, unless you jot it down at the time. Many valuable ideas are forever lost because of failure to note them at the time. Personal letters in a big organization



to salesmen should, except under unusual conditions, go only through the manager to the men. We are assuming that we are handling a big organization with division sales managers, and to keep our organization together, we will find we cannot indulge in personal letters to men under other men because if we do, the other fellow will feel that we are trying to slide something over him, and then again, if we indulge in the practice we will find that the salesmen will oftentimes jump over us and place us in an embarrassing position.

Salesmen need instructions while on the territory, and it is the best place for men to learn quickly. It is sometimes a good plan to have in an organization special salesmen who can be called upon to do special work with men. No special salesman should be allowed to go on a territory without having full details pertaining to his work. The credit department should give him a list of the accounts and make special note of any of those that may be in arrears, suggesting necessary steps that should be taken if the account is to be collected or adjusted. Salesmen should have a list of all dealers that have been sold on the territory, even those who have not purchased within a reasonable length of time. A list of prospective accounts should be given, so that the salesman may know in advance what prospects there are in the territory. Definite instruction should be given in regard to the way the territory should be covered, train service, etc., and every man should be provided with the total volume of sales obtained from the territory, divided according to varieties sold, so that a man may know on what varieties his special effort should be given. When a regular salesman works with a special salesman and realizes that the special man has all detail information pertaining to the territory, he will naturally work with that special man with much more interest.

Salesmen should have an opportunity to study the manufacture of

the product that they may have sufficient ~~idea of the way its~~ production is made, so as to intelligently answer questions by customers. They should have a knowledge of the executives in the institution, their characteristics and the part they play in the organization. Some companies conduct schools for this purpose. Salesmen need the support that comes from personal contact with the house, not inside, but outside and on the job. They must know all there is to know about the territory and how the product fits the situation.

Salesmen should be given the inspiration that comes from elbow rubbing at sales meetings and conventions. Salesmen should receive gross sales, quota standing, knowledge of the per cent on sales of profitable goods, and a record of the growth of their business. We must give salesmen support that will produce business, at a profit to the house, the salesmen and the customer.

### Why Procter & Gamble Discontinued Premiums

The premium offers on Gold Soap, Satin Gloss Soap, Star Naphtha Washing Powder and Satine Washing Powder, manufactured by the Procter & Gamble Company, have been discontinued. Large newspaper space was taken to make the announcement. The reasons advanced are interesting:

"The extraordinary world conditions now prevailing which have forced prices on almost everything to the highest levels ever known, make it seem more necessary than ever that we should find ways and means of giving the users of our products the greatest possible value for their money. Because of our ability to purchase supplies of soap-making materials in very large quantities we are in a position to give our customers much greater value in soap than we can give them in premiums, especially as a large number of our premiums (many of which are imported) can now be secured only at an extravagant price, if at all."

The advertisement then states that Satin Gloss Soap and Satine Washing Powder packages have been increased in size, with no increase in the price to the consumer, and that without any change in weight or quality of Gold Soap and Star Naphtha Washing Powder the grocer can "sell these brands at a lower price than he can afford to sell brands of even approximately the same weight and quality which carry premiums."

# Cashing in on a City's Traditions

How a Trust Company Capitalized Philadelphia's Historical Background

By Philip Francis Nowlan

WHEN the Philadelphia Trust Company was searching for a dominant copy appeal, it asked itself what there was distinctively about the Philadelphia field to give its copy a strong note of appropriateness and logical persuasiveness.

It decided to capitalize the traditionalism of the city. The Philadelphia of to-day—its institu-

in the announcements of the Guaranty Trust Company in New York have been those of the romance and grandeur of the modern city, the attention value of the Philadelphia Trust advertisements has been centered in appeals of historical accuracy to the traditionalism of Philadelphia, and a close linking of the chosen thought with some specific modern service of a trust company. And the drawings which illustrate the announcements must be accurate to the smallest detail.

When Thomas S. Gates became president of the company it had been advertising along the staid, old-fashioned lines of statements of assets and liabilities, etc. Convinced of the value of advertising, he determined to work out a consistent policy of publicity, a thought which finally resulted in the appointment of an advertising manager.

The first season's advertising under the new order brought forth a series of announcements briefly worded, each dealing

with a specific service of the company, under such headings as: "The Advisability of Making a Will," "Administration of Estates," "Interest on Deposits," "Real Estate Managed," "Safeguarding Your Valuables," and "Income Tax Troubles." These announcements were not illustrated, though particular care was given to attention-value, combined with dignity in the type layout.

The second stage saw a still further expansion of the idea,



FAMILY HEIRLOOMS

DURING the Revolution, it was almost impossible to find a safe place for silver, jewelry and other valuables, the iron chests of the period affording small protection against thieves and marauders.

The present day Philadelphian can obtain absolute safety from both fire and theft by storing such articles in our vaults.

*Ask for our folder  
"Safeguarding Your Valuables"*

Philadelphia Trust Company

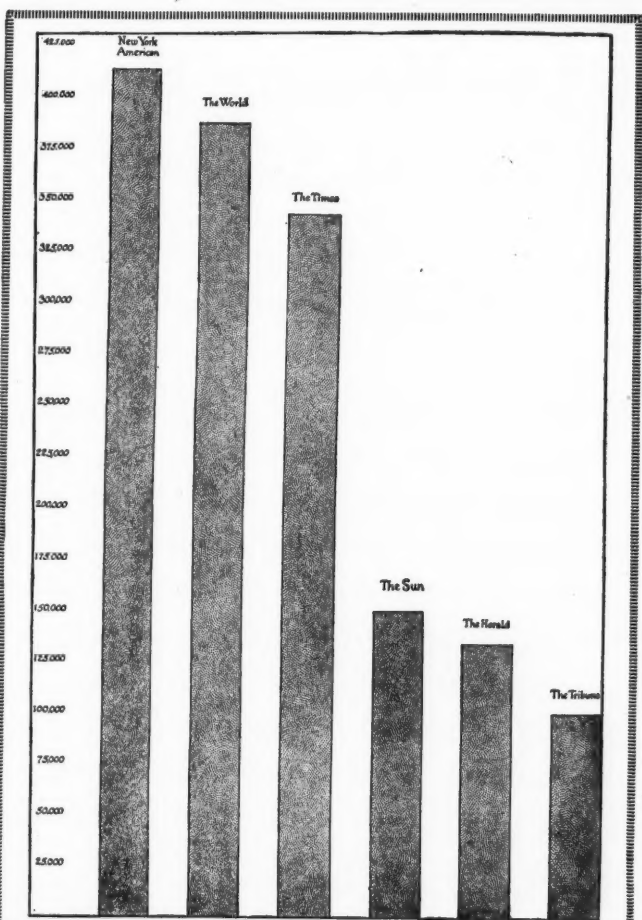
415 Chestnut Street :: 1415 Chestnut Street

Philadelphia

APPEALS TO THE CITIZEN'S PRIDE

tions and its families—runs well back into colonial history. Almost every public square has a monument of colonial revolutionary days. If ever there was occasion to use historical episodes and scenes in copy, the trust company believed that it had full warrant to do so. And this is the line which the advertising has taken and the period of the campaign has been coincident with an unusual increase of business.

Where the pictorial suggestions



ONCE EVERY SIX MONTHS—through the publication of the sworn statements required of every newspaper by the U. S. Government—there comes an opportunity for an absolute showdown in the matter of circulation.

The chart above gives an accurate, graphic interpretation of the New York morning newspaper situation for the past six months as proved by the Government statements submitted April 2nd, 1917.

The 413,918 average given for the New York American has already been left far behind. Every weekday, the American now exceeds 375,000; and on Sundays it exceeds 750,000.

Thus, the New York American has today not only the largest weekday morning circulation in New York, but the largest Sunday circulation in the whole United States. And what is even more important: it is still growing faster than any other New York newspaper—its weekday gain alone having been at a rate of more than 100,000 copies during the past year.

**New York American**

## Is One Magazine Reader as Good as Another?

They Cost the Same to Reach  
through Advertising

**T**HE publishers of Photoplay (let the name stick in your mind; it's imitated) — the leading moving picture publication — have millions of active prospects — the devotees of the screen. The moving picture theatre productions satisfy many of these. To others it merely whets the appetite for more information about the whole industry. To satisfy this demand there had to be magazines.

So Photoplay was established.

**B**UT each year its leadership has been more manifest; its purpose more attractive to the better type of patrons of the best type of theatres. Its circulation is a carefully sifted result of editorial worth. Today 200,000 people buy it at the leading drug store,

railway, department store and regular newsstands, just as regularly and surely as they go to the picture theatre. We get our circulation by publishing the paper that is authority on all matters pertaining to motion pictures. We keep our circulation by holding our position as the leading moving picture publication—no inducements, no premiums, no clubs, no salesmen—just reader interest. What is our prime market as publishers must surely be your best market as advertisers. How much of the circulation you are buying now is the natural unforced result of editorial interest?

Some  
Prominent  
Advertisers  
in  
PHOTOPLAY

Great Northern Ry.  
N. K. Fairbank & Co.  
Old Dutch Cleanser  
Coca Cola  
Woodbury's Soap  
Eastman Kodak Co.  
National Biscuit Co.  
Cat's Paw Rubber Heels  
Mellin's Food  
Pompeian Mfg. Co.  
Brunswick-Balke  
Collender Co.  
Listerine

# PHOTOPLAY

*"Let the name stick in your mind; it's imitated"*

W. M. HART, ADVERTISING MANAGER  
350 North Clark Street, Chicago, Ill.  
New York Office, 185 Madison Avenue



though not to the point of illustration, which in its application is the basis of the third series, now running.

"There is such a sameness about the advertising of the majority of financial concerns that we have adopted the following plan of catching and holding the attention of the reader," says John Clark Simms, the advertising manager.

"First, we have our little sketch or drawing, dealing with some particular phase of life, say in the colonial days. We like to have this historically accurate as well as of artistic value, and as far as possible the buildings and scenes represented are actual ones. It may seem like carrying things to the extreme to reproduce the exact lines of a colonial governor's carriage in an advertisement which does not specifically mention the governor, but we have found from experience that these little things actually do have their value in interesting the class of persons at whom our advertisements are aimed. For instance, one of our sketches shows three members of the First City Troop listening to a householder's story of robbery, and preparing to give chase to the marauders. No small number of men we reach are members of this troop to-day, or ex-members, so it is important to have details of uniform and equipment historically accurate.

"Under the picture we have our attention heading, such as 'Coaching Days.' There follow two paragraphs, one dealing with the old-time conditions and leading up to the second, which shows the modern contrast. We try to present suggestion rather than 'reason why.' We would rather bring a man in to us with an inquiry than to convince or fail to convince him without ever knowing anything about him. So we present our thought as succinctly and in as few words as possible."

The "Coaching days" advertisement, referred to above, deals, of course with the service the company is prepared to offer travelers. The text of the announcement follows:

One hundred years ago travel was not as comfortable as it is to-day, and those who journeyed on business or pleasure endured many hardships before reaching their destinations.

Not the least of the conveniences of modern travel are the Letters of Credit and Travelers' Cheques issued by this company, for they can be safely carried and easily cashed in any part of the world.

Nor have matters of woman's interest been neglected in the series, as witness the following:

#### MY LADY'S DOWRY

In William Penn's time it was customary to place a substantial sum of money in trust for a daughter on the occasion of her marriage.

Brides of to-day simplify many of their financial problems by making use of this company's services.

Double-column space has been used, but now this is being changed to triple column.

The company has grown faster in the last four years, the period covered by the new advertising, than in the ten years preceding, and while it is not possible to attribute any fixed amount of this increased business to advertising, the management has had ample opportunity to prove that its publicity attitude has been a factor.

It is to be noted that the company has been able to adopt a consistent policy, and run advertisements in virtually all of the Philadelphia papers two and three times a week, with hardly any increase in advertising bills. It was a question of conservation and concentration. Before, the money had been scattered largely into unproductive channels.

Occasionally and for specific reasons an announcement of the company will appear which does not deal with the olden days. A recent one took the form of a congratulation to the officers and men of the Pennsylvania State Constabulary on the fearless and efficient discharge of their duties. Another complimented the Mask and Wig Club of the University of Pennsylvania on its performance of "Mr. Rip Van Winkle" during Easter week. The Mask and Wig production has been an affair of social importance in Philadelphia for close to thirty years.









# Curtain fire

7

THE old way was to put advertising *behind* the selling force of a business.

The new way is to put advertising *ahead* of the selling force.

Just as the modern general hurls over the heads of his charging regiments a curtain fire from the heavy artillery, so the modern manufacturer prepares the way for his attack by a continuous fire of advertising.



THE SATURDAY EVENING POST is the heavy artillery of commerce.

It is the Dominant Publication of America.

Those manufacturers who, through advertising, dominate in their respective industries, are the dominant users of space in its pages.

They know that the market which the Post sweeps is so vast that it cannot be exhausted.

Never yet has there been in the Post an advertising campaign, no matter how great, that even approached its full potential of the trade to be won there.

The house that could get all the business in its line, of even half of these two million families, would be unable to take care of the orders.

The largest advertiser in the Post is still increasing his schedule.

This market can never be monopolized. There are industries in which a dozen or more manufacturers are constantly using the Post. Each is increasing his own sales. And each

is helping all the others. Together they are steadily widening the bounds of a market in which there is always room for still more contenders.

Thus the competition made possible by the Post is a great constructive force.

The struggle is swift and keen, and open to all. In this arena every man, small or great, may win according to the strength of his stroke.

The Post cuts down the waste of competition and distributes goods to the consumer at lower cost.

Its volume of advertising today is huge because there is so much merchandise to be moved, and because the Post has proved to be the economical means of moving it.

In this week's issue are advertised the products of 120 different businesses. The majority of the advertisers are the leaders of their fields.

Most of these manufacturers appropriate a small percentage of their gross sales for advertising. Every dollar invested in the Post must



produce in actual sales not less than \$50. Otherwise advertisers would not continue to use the Post.

This vast volume of sales which Post advertising stimulates is a stabilizing influence felt throughout the entire commercial structure of America. Not only the manufacturer and the merchant, but also the banker, today recognize the power of the Post. It forms a legitimate basis for credit.

THE SATURDAY EVENING POST is a curtain of fire under which the whole front—salesmen, jobbers and dealers—moves forward and sweeps the field.

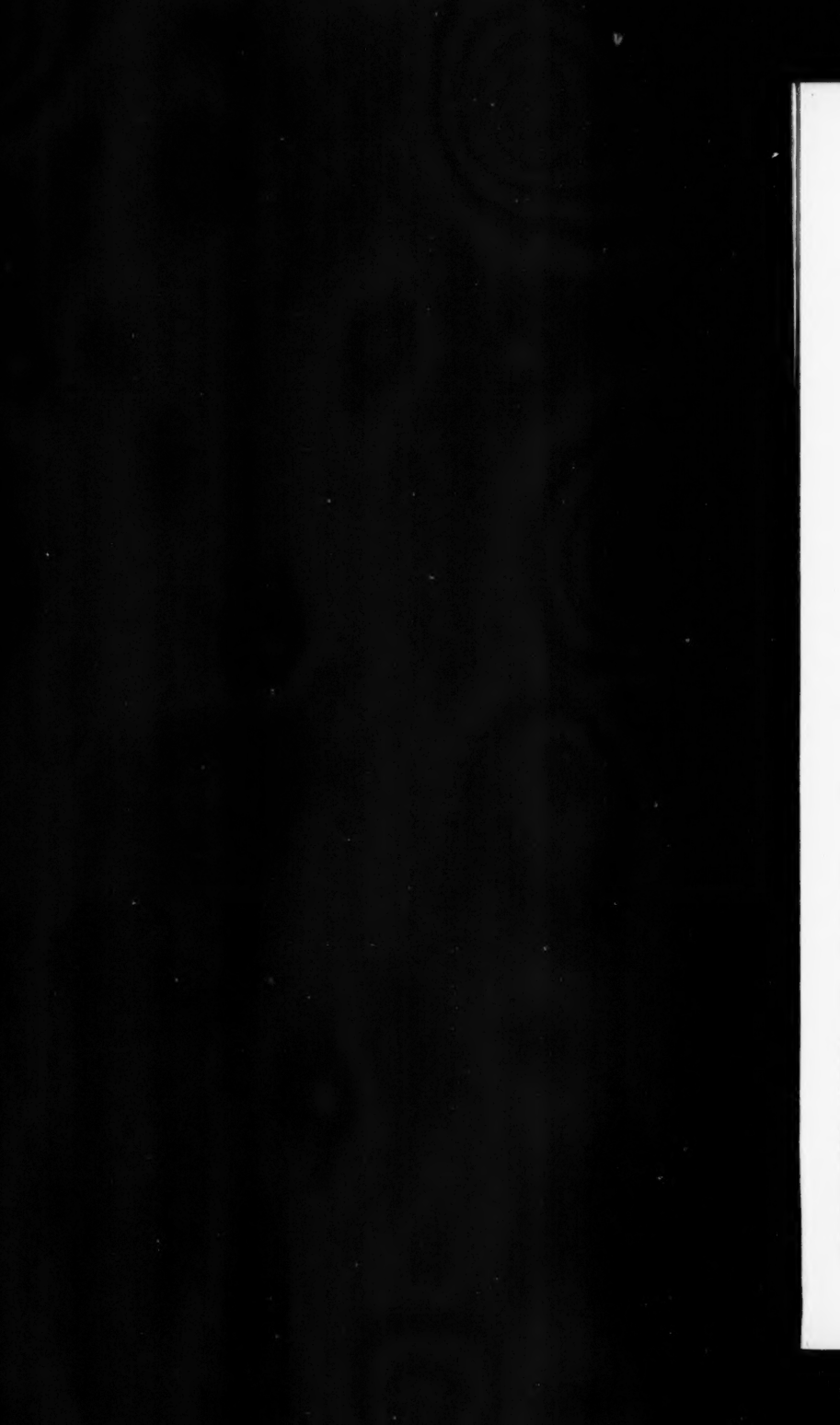
## ***THE SATURDAY EVENING POST***

**The Dominant Publication**

7

Independence Square, Philadelphia







## Declaration of War Should Hearten Exporters

GRAIN DEALERS' JOURNAL  
CHICAGO, ILL., April 12, 1917.

Editor of PRINTERS' INK:

Mr. Hurley's article, "The Manufacturer and the Government as Working Partners," which appeared in PRINTERS' INK of March 29th, was read with great interest by the writer, whose contact with members of the Boards of Trade in different cities has given him a divergent view of this question.

Assuming that Mr. Hurley's remarks apply equally to those manufacturers striving for foreign as well as domestic business, there is need for co-operation between government and business. One would conclude from Mr. Hurley's article that a serious lack of co-operation lay in the fact that most manufacturers fail to co-operate with the government by not keeping abreast with trade data furnished through government agencies. Doubtless, Mr. Hurley is right, but the writer feels that the extent of this business evil becomes insignificant when compared with the lack of government co-operation, which would assure a manufacturer that once he had developed a foreign business, his rights in foreign countries would be upheld and his investments protected.

To be successful in foreign markets, a manufacturer must not only send a representative into that market, but he must go there with his pocketbook—he must invest money. President Wilson rightfully said before the Grain Dealers' National Convention last September, "There is one thing I have always been ashamed of, and that is the fact that American manufacturers have always been fearful and timid in the presence of foreign competition."

Can we expect American manufacturers to believe—in view of what has taken place during the last few years—that this government will protect the lives of American representatives and the security of American investments? Can we expect American manufacturers not to be timid, unless we can prove to them that foreign investments will receive at least the sympathetic protection of this government?

New York bankers withdrew from the Chinese loan because the loan did not obtain the government's sanction. There isn't a manufacturer in this country who will invest his hard-earned American dollars in a foreign investment for his business unless he has the right hand of his President that whoever infringes upon his rights in that country, as an American citizen, shall have the United States to answer to.

No matter how well a manufacturer, as Mr. Hurley says, "keeps abreast of changing markets through his knowledge of pertinent facts," unless he receives "I-stand-back-of-you" co-operation from this government, he will always be "timid and fearful in the presence of foreign competition."

The greatest possible step towards securing this co-operation was the declaration of war with Germany. Why? Because, that declaration of war was

a declaration that this government would protect the lives of American citizens in foreign countries—that hereafter it will protect the life and investment of an American manufacturer in a foreign land.

It will take time to educate our manufacturers to the realization that our government has taken a step in the right direction, but we have every reason to feel optimistic that the declaration of war will give courage to the timid manufacturer who, before the declaration of war, refused to venture forth because his country seemed indifferent toward the protection of his interests in foreign countries.

R. L. MORRELL,  
Vice-President.

## The Obvious Course in Copy Writing

CHICAGO, ILL., April 13, 1917.

Editor of PRINTERS' INK:

S. E. Kiser does me an injustice in your issue of April 12th and thereby pays me a compliment. For he seems to infer that I claim to belong to that superior class who know more than their fellow men.

I am somewhat like the lonesome man who associated only with those he could "lick." I have no friends!

I have ever been a great admirer of Balzac. Yet, I am told that he spent ten years in developing a literary style that he liked and another ten years in adapting it to please the public and the publishers.

Surely I did not advocate a horse with a red necktie—pardon me, a man with a red neck tie horsewhipping his wife. I am surely sorry if my article conveyed any such inference.

Although all must have heard the story many times, do you remember the lost horse? You will recall that the owner offered a reward to anyone who would find it. Eventually the village half-wit asked permission to try. He soon returned with the missing steed. Pressed for details he said: "Well, I just thought what would I do if I was a horse that got loose on a nice spring day. And right away it occurred to me that Farmer Jones had a fine meadow with a gate that was usually open. And knowing you drove by that place quite often, I went there and sure enough there was your horse."

To my mind, advertising is merely high-grade salesmanship. The best salesmen develop through the possession of a pliable mind, and amiable disposition and—energy and persistency. Experience is the only teacher. I have been selling goods a number of years, yet I freely confess I know little. At one time, I, like Monte Cristo, thought "the world is mine." How sad was the awakening!

As we live we—that is, those of us with the mediocre intellects Mr. Kiser seems to endow us with—I'll let you parse this sentence—learn. Many of us unlearn.

E. M. PAGET

J. ALDERMAN, President &amp; Secretary

E. M. LAWRENCE, Vice President &amp; Treasurer

J. M. HOPKINS, General Manager

## PRINTERS' INK PUBLISHING COMPANY

185 MADISON AVENUE, NEW YORK.

CHICAGO, ILL. (OFFICE) 185  
 185 MADISON AVENUE, NEW YORK  
 NEW YORK, N.Y. (OFFICE) 185  
 185 MADISON AVENUE, NEW YORK  
 NEW YORK, N.Y. (OFFICE) 185  
 185 MADISON AVENUE, NEW YORK  
 NEW YORK, N.Y. (OFFICE) 185

PRINTERS' INK.  
 THE WEEKLY JOURNAL OF ADVERTISING  
 ESTABLISHED 1888 BY  
 GEORGE P. ROWELL

March 19th, 1917.

Mr. Wm. H. Rankin, President,  
 Mahin Advertising Company,  
 Michigan Avenue and Monroe Street,  
 Chicago, Ill.

My dear Mr. Rankin:-

We have your announcement that the Mahin Advertising Company will be known on April 2nd as the William H. Rankin Company. May the William H. Rankin Company meet with the very best of success! Your organization has a fine group of men, and if personnel and experience count for anything, you ought to continue among the leaders in the agency field.

Sincerely yours,

L. G. Wright

L. G. Wright  
 Managing Editor

SMB

*HUNDREDS of letters like the above have come to us from advertisers, publishers and other friends. We consider the good will of our friends among publishers and advertising men one of our biggest assets for our customers.*

## Wm. H. Rankin Company

WILLIAM H. RANKIN  
 President

WILBUR D. NESBIT  
 Vice-President

H. A. GROTH  
 Secy-Treas.

104 So. Michigan Ave. Chicago 25 East 26 Street, New York

# Senators Explain Why They Favor Free War Advertising

After a Two-Day Discussion They Agree to Accept Whatever Services and Space Agents and Publishers Will Tender

ON April 9 the Senate as in committee of the whole considered the following amendment to the bill making appropriations for the support of the Army:

*Provided further, That the Secretary of War be, and he is hereby, authorized to employ the services of one or more advertising agencies in advertising for recruits for the Army under such terms and conditions as he may deem to be most advantageous to the interests of the Government.*

Mr. JONES of Washington. Mr. President, I want to ask the chairman of the committee whether or not that contemplates that the Secretary of War shall determine the character of the advertisements, or will he permit these advertising agencies to send out whatever inducements they think advisable?

Mr. CHAMBERLAIN. I understand that the advertising matter is under the direction of the Secretary of War, and that the employment of these agencies is under his direction. The purpose of it, Mr. President, was this:

It is very difficult for the Secretary of War to know the different papers all over the country where the best results might be obtained from advertising. By taking it up with one or more advertising agencies who make a specialty of it he can form an opinion as to where would be the best place to insert these advertisements and make the contract for the publication of them.

Mr. JONES of Washington. I think that is all right, but I think the Secretary of War ought to—

Mr. WARREN. The statement at the time was that he could make more advantageous terms. Of course, they would furnish the advertisements; but it was stated that there were agencies that could reach hundreds of papers and would bring better returns than the War Department could probably do in dealing with an individual.

Mr. JONES of Washington. I want to ask the chairman a question. Have the advertisements that have been posted heretofore, seeking recruits in the Army, been prepared by the War Department, or have these advertisements been prepared by some private agency?

Mr. CHAMBERLAIN. I should not like to say about that, Mr. President. I should imagine that those advertisements must have been prepared by the recruiting officers, or at least must have been approved by the War Department.

Mr. JONES of Washington. I am afraid that is correct. I have seen some advertisements, the contents of which were such that it seems to me the Government ought not to hold out the inducements that were offered by those advertisements to men going into the Army.

Mr. CHAMBERLAIN. I will say to the Senator that I think that is true.

Mr. JONES of Washington. I hope that hereafter the War Department will pretty carefully see to it that special inducements are not held out and special representations are not made to induce men to enlist in the Army.

Mr. SMITH of Georgia.\* Mr. President, ought we to have any advertising at all about it? Is it not rather a little thing to provide for advertising for recruits? I am in favor of rejecting the proposed amendment.

Mr. JONES of Washington. My impression is very much in line with what the Senator has said, but I did not care to go that far. I have, however, seen some advertisements, apparently put out with the authority of the United States Government, that ought not to be put out.

Mr. SMITH of Arizona. Mr. President, will the chairman of

\* Senator Smith was formerly publisher of the Atlanta Journal.

the committee permit a suggestion from me?

Mr. CHAMBERLAIN. Certainly.

Mr. SMITH of Arizona. While it does seem a sort of an assault on the patriotism of the country that we should have to advertise for recruits, and to that extent I agree with the suggestion of the Senator from Georgia [Mr. SMITH], yet when you know that, on the other hand, there is a propaganda going through the country making representations about the awful service to which a soldier is put, how he is degraded and abused and handled, with no answer made to it anywhere from any source, governmental or otherwise, it seems to me that we might think a minute about answering suggestions of that sort that are made in secret everywhere throughout this land under a propaganda to-day.

Mr. CHAMBERLAIN. Mr. President, it does look like an attack on the patriotism of the young men of the country to say that the Government should be reduced to the necessity of advertising for recruits; but if the distinguished Senator from Georgia had come into contact with those upon whose shoulders has rested the responsibility of getting men, he would find that more than one plan has been proposed in order to induce these young men to perform a patriotic duty. It may be true, as the Senator from Washington suggests—and I agree with him in his objection to it—that there are flaring and flaming advertisements put up, both for the Army and for the Navy, that ought not to have the approval, if they do have the approval, of the War and Navy Departments; but even with those, Mr. President, it has been impossible to raise the men necessary to defend our country, if it be necessary to protect our southern border at all.

Here there was a resolution passed on the 16th day of March, over a year ago, to get 20,000 volunteers in the Regular Army, and they have not been gotten yet with all of these flaming advertisements. . . .

Mr. LODGE. I wanted to ask the Senator a question before he took his seat, if I might. It was simply this: How on earth are we to have young men come in if we do not let them know that we need recruits? We must in some way tell them what the Government needs, and I see no other way than by doing it through proper advertising.

Mr. SMITH of Georgia. Why, Mr. President, there is not one paper out of fifty that will not publish anything the Secretary of War furnishes on the subject. Instead of employing papers to publish advertisements, furnish the facts, and the great bulk of the papers will publish them with great freedom now. The situation is entirely different from what it was a week ago. Advertisements might have been proper a week ago, but to-day to say that you have got to pay for advertisements, that you are advertising and paying for it, is to lessen the publicity rather than to increase it. . . .

Mr. WADSWORTH. May I suggest to the Senator from Georgia [Mr. SMITH] that even in time of war there are other great countries that do not regard it as an assault upon the patriotism of their young men to insert advertisements in newspapers or elsewhere?

The Senator is undoubtedly aware of the fact that Great Britain has raised an army of 4,500,000 soldiers by extensive advertising—the most strenuous campaign of advertising ever attempted in private or public endeavor. No Englishman thought it was an attack upon the patriotism of the young men of England, and it was wonderfully successful. No nation in all the world's history has accomplished as much in the organization of a volunteer army as has England in the last two and a half years. Were we to accomplish as much in proportion to our population as England has accomplished, we would have to raise an Army of 10,000,000 volunteers.

So this matter of advertising  
(Continued on page 65)

## BOSTON'S BULLETINS DE LUXE

From a small group of panels in the Cambridge Subway Station at Harvard Square four years ago, there has arisen a direct and compelling advertiser-demand for "our own type" of painted bulletins on the track walls of Boston's constantly growing subway system, until to-day this publicity feature of the underground transit system is the most striking and complete, close-range, always illuminated, painted bulletin plant in the world.

The Cambridge Subway, Dorchester Subway, East Boston-West End Tunnel, Boylston Subway and Washington Tunnel all underlie the busy thoroughfares of Old Boston—each station a beehive of traffic—and each carries its beautifully pictured messages to the waiting throngs.



BULLETINS IN THE GREAT SOUTH STATION UNDER.

Upward of 800,000 passengers per day are served by the Boston Subway and Tunnel system, and numerous national advertisers have long term contracts for displays in THE 27 STATIONS so far completed.

These art bulletins (for they are much more than signs) are painted on interchangeable sheet metal blanks in our own studio by artists who excel in this work.

The blanks range in size from 4x10 feet to 7x12½ feet, and lend themselves to unlimited artistic treatment.

Our illustrated-in-color-book "Advertising De Luxe" will give you all the facts for the asking.

### Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston

Francis Bldg., Providence

*Street Car Advertising all over New England.*

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## An Announcement of Significance

THE next issue of MUNSEY'S MAGAZINE will mark the beginning of a somewhat radical change in policy and method. It will cast off from the moorings of conventional magazine-making, and set itself to work to produce and print the things that are interesting and useful without regard to their magazine flavor.

The print capacity of THE MUNSEY will be greatly enlarged by the addition of a considerable number of pages, and by the elimination of illustrations that serve too little purpose to justify giving up to them the space they occupy.

All the changes I have in mind that will go to make up a reinspired, revitalized magazine cannot be put in force in the twinkling of an eye; but starting with the May issue, we shall show some real improvement.

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As a leading feature of the rejuvenated magazine, we have the pleasure to announce, beginning in the May MUNSEY, the publication of a remarkable contribution, entitled

## THE STORY OF The Sun

We might well call it "The History of *The Sun*," or "The Romance of *The Sun*," or "A Condensed Biography of New York Journalists since the Beginning of Small Things," or "The History of New York Journalism Covering Three-Quarters of a Century," or "A Look Backward at the High Lights and Big Wigs of New York in Antebellum Days." It could appear under any one of these titles, as it covers all of them in flashlight and snapshot in "The Story of *The Sun*."

*The Sun* was founded in 1833, and was the pioneer one-cent paper of the world that stuck. All earlier efforts at one-cent journalism were of short life. Among those who failed where young Ben Day succeeded, was none other than the great Horace Greeley. But Ben Day, the young printer from New England, did much more than pioneer a new idea in journalism; he gave us a new journalism.

"The Story of *The Sun*" shows Ben Day expanding from the boy printer—and he was little more than a boy when he founded *The Sun*—to the keen journalist with whetted native wit and broadened vision. It tells of the struggles and final triumphs in journalism of three contemporaries of Ben Day who were destined to leave their footprints big on the sands of time. They were James Gordon Bennett, Sr., the founder of the New York *Herald*, A. S. Abell, the founder of the Baltimore *Sun*, and Horace Greeley, the founder of the New York *Tribune*.

These three newspapers came after *The Sun* had pioneered the way. "The Story of *The Sun*" graphically pictures the simple beginning of Ben Day's tiny newspaper of only four pages, scarcely bigger than so many pages of MUNSEY'S MAGAZINE—a newspaper which was destined to become in prestige and power one of the three or four greatest in the world.

As the story unfolds we reach the period of Mr. Dana's administration, and it was the hand of Charles A. Dana that wrote genius all over the pages of *The Sun*, and sent it everywhere into the homes of culture and intellectuality.

### On Sale April 20—10 Cents a Copy

This "Story of *The Sun*" begins in the May MUNSEY. There will probably be a sharp demand for the magazine. It is, therefore, advisable that you place your order for the May MUNSEY with your newsdealer now. Failing to do this, you may not get the opening chapters of The "Story of *The Sun*."

FRANK A. MUNSEY

---



**George L. Louis**

*Advertising Manager of  
A. Stein & Co., Man-  
ufacturers of Paris  
Garters, Chicago*



*"Just as a small town is the most vital, the most voluminous part of buying and selling, so is the small town circulation the basic, the essential of a sanely conducted, successful advertising campaign."*

Mr. Louis has made one of the most thorough and practical investigations of the small town and its buying possibilities. This small town analysis involved a four years' pilgrimage to small towns in every state in the United States. He visited eight hundred small town retailers at whose homes he was a guest from one day to one week as occasions permitted.

Home Life in connection with Home Life Retailer covers the Consumer and Dealer in the Small Town and Rural Field.

# HOME LIFE

**July and October Off-Set Covers in Colors** remain open today. Write or wire for reservations, sample copies, etc.

**NELSON AGARD, Publisher**

**"The Favorite Small Town and Rural Home Magazine"**

MEMBER A. B. C.

PUBLICATION OFFICE AND PLANT  
J. E. FORD, *Western Adv. Manager*  
141 W. Ohio St., Chicago, Ill.  
Tel. Superior 3280

EASTERN OFFICE IN CHARGE  
A. J. WELLS, *Vice-President*  
1182 Broadway, New York, N. Y.  
Tel. Madison Sq. 8551

**1,000,000 Monthly Guaranteed—\$3.50 per Line**



is not one that can be looked upon lightly. It has its value, as has been proved by the experience of England in this war. It is possible, by advertisements properly used in this country, to help our War Department.

On April 10 the Senate continued the discussion.

Mr. JONES of Washington. Mr. President, just a word. I have no doubt that some form of advertising for recruits for the Army may be necessary, even under present conditions, but I hope that in any such advertisements that are framed by the department hereafter they will set out more the needs of the Government for men to enlist in the Army than present a roseate view of the opportunities which a man, after he has enlisted in the Army, has for his own benefit. The main objection I have had to many advertisements which have been put out heretofore was that they have not presented the needs of the Government, but they have presented a roseate picture of the opportunities which come to a man after he enlists in the Army, which I do not think ought to be presented by the Government and which is not warranted by the actual facts and conditions.

Mr. CHAMBERLAIN. The question immediately before the Senate is that of advertising for recruits; and, in order that the Senate may fully understand the matter, the question having been raised by the Senator from Washington [Mr. JONES], I will call attention to the reasons which suggest this amendment to the bill, and then, if the Senate does not want to adopt it, of course, its disposition is with the Senate.

The Secretary of War recommends this amendment, and makes this explanation in reference to it:

In an act of Congress approved August 22, 1912 (37 Stat. L., p. 332), authority was granted the naval authorities to employ the services of an advertising agency in advertising for recruits. The officers in charge of recruiting for the Navy consider the employment of an advertising agency as a considerable improvement over the old system, with no greater, if as great, expense, not to mention a material saving, in paper work.

The old system is still in use in ad-

vertising for recruits for the Army; and while, of course, all reasonable efforts are made to secure the best results from this system, yet it is reasonably certain that an experienced advertising agency can be of material aid in accomplishing more gratifying results.

I do not see the Senator from Washington now in the Chamber, but he spoke of these flaming advertisements yesterday. The Secretary of War continues:

By utilizing reading articles instead of the present "Men wanted" advertisements, and by preparing short and interesting articles of actual experience in the Army, advertising agencies, with their experienced corps of writers and with their knowledge of advertising rates and the classes of persons reached by various publications, are in a position to secure better results than can be obtained through present methods of newspaper advertising.

Then the Secretary of War recommends the provision which the committee adopted, feeling that it would be a more reasonable way to reach the intelligence of the men of the country than by the use of flaming advertisements. The Secretary is very anxious to have it; the Navy has it; I think that good results will come from it; and that it will accomplish what the Senator from New Hampshire wants to accomplish, and that is, to secure recruits for the Army.

Mr. HITCHCOCK\*: Mr. President, the purposes of the Secretary of War are very commendable and worthy, but I think it would be a serious mistake in this great emergency for this Government to undertake any campaign of paid advertising in the newspapers. There is no appropriation that is available to the Government to make an adequate campaign. All that it could do would be merely a drop in the bucket, and to advertise in some papers would inevitably result in diminishing the spirit of others. To my mind the newspapers of the country ought to be asked and expected to contribute voluntarily all of the publicity which the War Department and the Navy Department desire; and I have no doubt the news-

\* Senator Hitchcock is president of the company publishing the *Omaha World-Herald*.

papers will respond and give gratuitously all the space which the Government of the United States can reasonably require. There is some reason more than the ordinary reason why the newspapers should do this. They are to some extent at the present time, and have been for thirty years, the beneficiaries of a liberal Government spirit. They are given preferred privileges in the public mails for the reason that they contribute to the public good. I believe that in this occasion of emergency, when individuals are volunteering their services, not only in the Army but also in civil walks of life, gratuitously to the service of the Government, the newspapers ought to be given an opportunity to contribute.

Therefore, Mr. President, I have prepared as a substitute the amendment which I send to the desk and ask to have read.

THE VICE PRESIDENT. The substitute offered by the Senator from Nebraska will be stated.

THE SECRETARY. In lieu of the amendment proposed by the committee it is proposed to insert the following:

*Provided, That the Secretary of War is hereby authorized to accept the gratuitous services of one or more advertising agencies, and in connection therewith such free services and free advertising as patriotic newspapers and magazines may be willing to give in stimulating recruiting.*

MR. VARDAMAN. Mr. President, may I ask the Senator if that would be necessary? Has not the Secretary that authority without an act of Congress?

MR. HITCHCOCK. Well, at least it would be directory and suggestive, and it would put back of the act of the Secretary of War the authority of Congress. This is not now a case for routine advertising. If this country is to be aroused as it ought to be aroused there must be the united, the spontaneous, and the gratuitous effort of the newspapers to do it, and they will do it. Many of them are already active. The substitute which I propose will simply direct the Secretary of War in the course which he will pursue; and I have

no doubt in the world that it will be met by the almost unanimous support of newspapers, big and little, all over the United States.

MR. VARDAMAN. Mr. President, if the Senator will pardon me a moment further, I wish to say I do not desire to have my interruption construed as being in any way antagonistic to his suggestion. I think the matter proposed by the able Senator from Nebraska is a very proper thing to do. I believe the newspapers ought to do it; and, as I always indulge the presumption that a man will do the thing he ought to do, I am going to be just enough to the newspapers to believe they will do it. It is the patriotic thing to do, and the patriotic thing is the thing that ought to be done at this time. . . .

MR. SMITH of Michigan.\* I called upon the Secretary of War yesterday with a suggestion along the lines of that proposed by the Senator from Nebraska, and I think there would be no objection at all upon his part if I should repeat what he said to me—that this suggestion has been acted upon by the War Department and this course is being pursued now.

While I think the amendment of the Senator from Nebraska is very appropriate and perhaps ought to be put in the bill, yet I was very much pleased, when I presented to the War Department the suggestion from a prominent journal in my State, to have the Secretary say that the department had already acted along the lines suggested by this journal and by the Senator from Nebraska.

MR. HITCHCOCK. Mr. President, that is true; and it is true also at the present time that a number of newspapers in the country are giving thousands of dollars' worth of space gratuitously and enthusiastically to encouraging recruiting. All that we now need is to direct it and coordinate it. I have proposed in this amendment that the War Department be authorized to accept the gratuitous services of one or more advertising agencies; and while I have no knowledge of any particular advertising agency

\* Senator Smith is owner of the Grand Rapids Herald.

# The Complete Home Newspaper



The Baltimore News is in every sense a complete newspaper and serves a majority of Baltimore homes every evening with the latest and most comprehensive news—local and general—today's news today. THE NEWS is independent in politics, and is the only afternoon paper that has the Associated Press Service. Likewise in other important branches of news supremacy it leads. For women—Best feature and home economics departments. For men—Best sporting department and features—also daily features for the little folks.

The discriminating advertiser who wants big value for his advertising dollar invariably selects THE NEWS as the principal factor in a local or general campaign.

Leads in all important lines of advertising, which denotes the complete newspaper—dry goods, department stores, furniture stores, automobiles, financial, etc. More evidence of supremacy for the asking.

Handsomely printed folder, describing Baltimore in its new era of prosperity, fresh from the press sent anyone interested on request—an interesting piece of business literature for busy advertisers.

*For Better Business in Baltimore Concentrate In*

## The Baltimore News

Net Daily Circulation, March, 93,013

GAIN over March, 1916, over 18,000

DAN A. CARROLL  
Special Representative  
Tribune Building  
New York

J. E. LUTZ  
Special Representative  
First Nat'l Bank Bldg.  
Chicago



“*Why certainly!*”

—The Mother's Magazine dares print anything that is best for the mother and the child. It has the frankness and daring of honesty, of a single purpose to serve. The Baby Number proves this.

Forms close May 5

at this moment, I have no doubt in the world that practically every advertising agency in the country would be glad of an opportunity to serve the War Department without charge, and that they will emulate and compete with each other in furnishing ideas and in furnishing services to the War Department.

I am not in possession of a list of newspapers which have already voluntarily taken action without any co-operation with each other, but simply from a spontaneous desire to do their bit. I know that in New York, Mr. Hearst's paper, and throughout the country his other papers, have taken the lead, and other papers in New York and some in Boston; and I know that other papers in the West have already taken action in this direction.

All that I propose by this amendment is to give form and method to the work; let it be directed by the War Department, and it will be carried out, I have no doubt, practically unanimously by all the newspapers of the country; and \$10,000,000 would not suffice to pay for the publicity which can be gratuitously given in this way within six months.

Mr. CHAMBERLAIN. Mr. President, this amendment does not compel the Secretary of War to do this work through an advertising agency, but it authorizes him to do it in case of necessity. Now, nobody questions the patriotism of the newspapers and magazines of the country; but even the most ably written editorials, and a recitation of the conditions that threatened our country on the border, did not get 20,000 men to enlist in the service of the United States for the purpose of the Mexican mobilization, and I question very much if they will do it now, Mr. President.

I hope that this provision will remain in the bill. It will not preclude the Secretary from appealing to newspapers to assist in the work of recruiting; but it is rather a humiliating position for the great Government of the United States to be in to go about appeal-

ing to the newspapers of the country to give space for the richest Government in the world to advertising matter that will induce men to recruit. If people want to insist that they shall be paid, they are entitled to be paid, and the Government ought not to be in the position of begging to have it done.

Mr. HITCHCOCK. I would regard it as a serious mistake for the Government in this emergency to begin paying newspapers for space. The way to get that space is to have it known that it is to be given freely, so that the newspapers may have the credit of giving it, just as individuals give their services to the country and are giving those services to the country at this time. It is all right enough in times of peace for the War Department to insert little notices of "recruits wanted" in different parts of the country; but we are now confronted with a situation in which the thing must be done by wholesale; and, as I have said, it would require millions of dollars to procure the publicity which may be given, and be given freely, if the Government is only directed to accept it.

Mr. WILLIAMS. I should like to ask the Senator from Nebraska this question: Does he not think, moreover, that if the people knew that a part of what was being said in the newspapers and magazines consisted of paid advertisements to stir up and create patriotism, it would cause other things said in the newspapers, that had not been paid for, to be suspected of having the same origin?

Mr. HITCHCOCK. To be sure.

Mr. WILLIAMS. And would it not weaken everything that those who were giving spontaneous support to the Government could say?

Mr. HITCHCOCK. It would undoubtedly give a mercenary character to a matter which ought to be purely patriotic. The newspapers are not only in position to render this great service, but they have a public duty to render this service, just as every newspaper in its own community always comes to the front, if it amounts

to anything as a newspaper, in a public-spirited way, where the community is involved.

I deem this of particular importance, Mr. President. I would prohibit the Secretary of War from spending one dollar in publicity. I would have it known that every line of publicity comes from patriotism, and not from pay.

Mr. CHAMBERLAIN. What would the Senator do in a community where there is one paper denouncing the policies of the administration and denouncing the cause that the administration has espoused, while another paper in the community is advocating all that?

Mr. HITCHCOCK. That paper will not live long in these circumstances, Mr. President.

Mr. CHAMBERLAIN. They are living now.

Mr. HITCHCOCK. If we enter upon this enterprise in the spirit in which we must enter upon it in order to succeed, each community will take care of papers that are of a "copperhead" character, and we can depend upon the communities to do it. I believe that while this is not a matter of tremendous importance, it is a matter of considerable importance for us to start off right here, and have the Congress notify the War Department that it is to have the free space of the newspapers of the country for whatever publicity is needed to encourage recruiting and to give the facts concerning recruiting. I find from constituents of mine that they are not advised what the facts are, what the regulations are; and we want all the publicity possible, so that men may be advised—men who aspire to be officers as well as men who desire to enter as privates.

I have changed this provision as little as possible. I have left in it the securing of the services of advertising agencies, because that will systematize the publicity, and bring to the aid of the War Department men of genius in putting publicity in an attractive form. Those services will be rendered freely. There will be a half dozen great agencies in the country that will rush to the War Department,

tendering freely their services in arranging this publicity; and there will not be an exception of any great paper in the country, or any considerable paper, in doing its part.

Mr. POMERENE. Mr. President, may I ask the Senator whether he has made any investigation so that he can give assurances as to the percentage of papers that would grant this space freely to the Government?

Mr. HITCHCOCK. I have not; but I will gamble on it. I have been a newspaper man for thirty years, and I have never found in any community of any size the lack of some paper that would stand up for the public interests in an emergency.

Mr. LODGE. I agree about the readiness of the newspapers to do their part, and I think we ought to take full advantage of it; but the Senator surely does not mean to cut out the right of the Government to issue posters.

Mr. HITCHCOCK. Oh, no. That involves an expenditure.

Mr. LODGE. Because those have played a great part in all the recruiting abroad, I know.

Mr. HITCHCOCK. There may be some concerns engaged in the business of putting up posters who, for patriotic reasons, will tender their services, or do it at cost, or at a discount; but the man in the poster business is different from the newspaper publisher, who serves the public and who is recognized as a part of the public educational system of the country, who has been given preferred privileges in the United States mails, who lives really by public favor. That is the position of the newspaper; and the newspapers of the country will be ready, I have no doubt, to do their share and do it with great liberality, as the country will learn.

Mr. KIRBY. Mr. President, I hope this provision will not be stricken from the bill. We are going to need these recruits in the Army since war is declared. Every business that ever has succeeded has required advertising and publicity, and that advertising

## Much as she loved him, she slew him

ONCE upon a time a man went home to his wife and said:

"My dear, hearin' you say that you needed clothes, I've gone out and bought you a lovely lid and a gorgeous gown and an opulent opera cloak. They'll be here in a few minutes."

Much as she loved him, she slew him.



dummy that has already been submitted—with a few alterations—to a carpet house, a canned soup concern and a portable bungalow manufacturer—

And which doesn't fit *any* of them.

\*\*\*

If your business is a statuesque brunette, we can plan and prepare for it appropriate, becoming, and

(The above, of course, is a fable.

*effective* printed apparel.

No married man under the blue canopy of heaven would be such a fool as all that.)

We *won't* try to sell you the type of attire suitable to a stumpy blonde business.

It is just as delicate, just as ticklish, just as finicky an undertaking to dress up a business proposition as it is to dress a woman.

We are asking you for an opportunity to *analyze* your printing needs from a very *unusual*, but vitally important, point of view.

Yet many men will order an important printing job from a

It will *pay* you to say the word.

## THE ETHRIDGE ASSOCIATION of ARTISTS

NEW YORK OFFICE  
25 E. 26th Street

CHICAGO OFFICE  
220 S. State Street

DETROIT OFFICE  
809 Kresge Bldg.

## ***Bring Your Paper Problems to Headquarters***

The preeminence of Bermingham & Seaman Co. rests on a solid foundation of unparalleled manufacturing facilities, complete stocks, proven dependability in times of stress, and a nation-wide organization of experts.

National advertisers, mail order houses, edition printers and publishers everywhere regard Bermingham & Seaman Co. as headquarters for anything in the line of paper.

You will find a Bermingham & Seaman Co. office in every large advertising center. These offices are there to help you in solving your paper problems. No matter whether it is a matter of 500 envelope stuffers or five million big catalogs you will receive the same courteous treatment. The success of this business has been built on the service idea.

**BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

**New York - Chicago**

**St. Louis   Minneapolis   Buffalo   Philadelphia   Milwaukee   Detroit**



and publicity are required here.

There are but two methods by which to get that publicity. One is to pay for it, like everybody else in this country does, and the other is to require it as a matter of public service by the power of the Government. Those are the only two ways in which advertising can be procured.

Some of the newspaper people are patriotic, and many of them are sordid. Many of them are looking after their own private affairs, as all must do in this country of ours. Then shall this Government say to a newspaper man: "We would like to have you publish this advertising," and not be able to compel him to do it?

The time has come now when these things must be done. This must be paid for, or the service must be required by law; and I do not believe, as yet, that the necessity is so great that it should be compelled. Therefore I say, let us proceed; let this amendment be retained in the bill; and let these services be paid for on the basis of a reasonable compensation, as they ought to be. I think the time has come when these things must be done, and it is useless to dillydally about it or to delay longer.

MR. SMITH of Georgia. MR. President, I desire to state that I am sure the advertising agencies will be ready to furnish the Secretary of War all the assistance he needs. I have in my office a letter from the leading advertising agency of the Southeast requesting that I communicate with the Secretary of War and the Secretary of the Navy their willingness to put free of charge their office and their force at his disposal.

I do not believe there is a daily paper in the United States that will not print gladly any matter that is furnished which pertains to this subject. The daily papers desire to print what the people want to read, and there is nothing that to-day the average man wants to read about and know about more in detail than how this army is to be organized. Every particular connected with it can be carried and will be carried by the daily

papers if it is intelligently furnished to them. To single out a few and pay them casts a reflection upon all of them. I think it is a bad policy. I think it would be very unfortunate at this time to let them feel that we were paying these papers for matter they carried about filling up the Army. As I think the provision of the bill would be hurtful, I shall vote for the substitute offered by the Senator from Nebraska.

THE VICE PRESIDENT. The question is on the substitute offered by the Senator from Nebraska. [MR. HITCHCOCK].

On a division, the amendment to the amendment was agreed to.

On April 12th the following telegram was sent to every member of the Senate by Courtland Smith, President, American Press Assn.:

As the authorized advertising representative of 5,159 home print country newspapers, I hereby offer their advertising space free to the United States Government for any governmental purpose whatsoever pending the duration of the war, provided that all other lines of business that have commodities which the Government must have shall be requested and compelled to supply their matter without charge to the Government. Advertising space in newspapers is a valuable commodity, expensive to produce, and the publishers' sole source of profitable revenue. Especially is this true at the present time, when war and the high cost of print paper have brought eighty-five per cent of the newspapers in this country to the point where they are operating entirely without profit or at an actual loss. There is no class of citizen more loyal than the publisher, as has been demonstrated in every crisis. If it is necessary for the Government to requisition or request his space without compensation, then, as a matter of justice, the publisher will require the same policy from the Government in dealing with all other lines of business. It must be remembered that newspapers have given the Government an immense amount of free space, and will continue to do so and under Government censorship, and that this space cannot be bought or paid for, but a Government campaign to secure recruits for the army or to sell bonds, or to accomplish any other governmental purpose, must be done through the advertising columns, if it is to be effective, and that means paying for the matter. If you resort to paid advertising, as other countries have successfully done, and which would be the fairest, most effective thing that this country could do, there will not be a publisher in the country who will put a war price on his space. You will find that the publishers in times of war will ask for their space just what they ask and receive in times of peace.

# Uncle Sam Convicts Publisher of Circulation Fraud

Circulation Claimed Was Over Six Times Actual Figures

ON Thursday, April 5, 1917, in the United States District Court for the Eastern District of North Carolina, held at Wilson, N. C., Judge H. G. Connor, presiding, A. Roscower, publisher of the Goldsboro (N. C.) *Headlight*, was found guilty of using the mails with intent to defraud. Complaints had been made that this publisher was obtaining an undue advantage over his competitors, and securing orders for advertising, by representing in letters and otherwise that his circulation was greater than it actually was. The Grand Jury found the facts warranted an indictment, and Mr. Roscower was brought to trial accordingly.

The Government produced letters written at various times to the F. V. Lippman Company, of Savannah, Ga., and N. W. Ayer & Son's American Newspaper Annual and Directory, all claiming 6,850 net paid circulation. Circulation statements for the Annual and Directory, claiming the same circulation, 6,850, were also put in evidence. Mr. Michaux, the postmaster of Goldsboro, testified that, at a time within the period covered by these letters and statements, he and an assistant counted the papers mailed by the *Headlight* for two separate issues. In each case the total number mailed was less than 1,000. He also stated that he had been postmaster for several years, and that at no time during his incumbency had there been any appreciable difference in the amount of matter mailed by the *Headlight*. It was shown that the *Headlight's* local subscribers, as well as those out of town, received their papers through the mail.

A number of citizens of Goldsboro and vicinity testified to the defendant's good reputation.

His counsel made strong and eloquent pleas, quoting many supreme court decisions, in an effort

to show that the law did not apply; holding that Mr. Roscower's misstatements were not a criminal exaggeration of the merits of what he had for sale. But the Government's evidence, supplemented by the District Attorney's forceful reiteration of the main points of the testimony and of the results which might naturally be expected to follow an acceptance, by advertisers, of the inflated figures, made out too strong a case to be overthrown. Justice Connor's charge showed that the law covers any case where the mails are used for the sending of false or fraudulent representations of the quantity, quality or value of anything for which the recipient of such representations is expected to send money or other valuable consideration; also that it is not essential that the intended fraud shall have been actually successful, but that the use of the mails with the intention to commit a fraud is in itself a crime.

The jury, after deliberation, returned a verdict of guilty. Judge Connor, after reviewing the testimony, and hearing an earnest plea from defendant's counsel for lenient consideration and the District Attorney's statement that the Government had no desire to press for a severe punishment, as its chief aim was to show that the law was sufficient to cover such fraudulent misrepresentations, and to protect the public from them, imposed a fine of \$200, with the costs of court in addition, and ordered the defendant also to file a bond for the carrying out of his agreement to publish his actual bonafide circulation at the head of his paper in every issue for one year.

The sentence was not heavy, in view of the fact that the penalty for this offense is a fine of not more than \$1,000, and imprisonment for not more than five years, or both.



## “Cover Boston Dealers in Record Time.”

“Mitchell, it's up to you to cover the Boston dealers in record time—the success of our proposition depends largely upon your speed—

“Soon as you land in Boston you'd better call on the **Merchandising Service Department of the Boston American**—tell 'em what you're up against, and ask for the use of their **Trade Maps**.

“You can't go wrong—all your grocers and druggists are shown on the *Trade Maps* and arranged in order of call,—they show all the short cuts. The maps will lessen your worries and save time—go to it.”

Tell *your* salesmen to call on us—we can help them—and you.

# BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

*New England's Greatest Home Newspaper*

*Member Audit Bureau of Circulations*

NEW YORK OFFICE  
1789 Broadway

CHICAGO OFFICE  
504 Hearst Bldg.

This case shows that the Government is both able and willing to protect the public against a practise far too prevalent among some publishers, to the injury of their more conscientious competitors, and to the financial loss of the defrauded advertisers.

### Striking Floats for Advertising Pageant at St. Louis

A minimum of \$250 has been fixed as the cost of each float to be entered in the advertising pageant to be given Monday evening, June 4th, at the A. A. C. of W. convention in St. Louis. It is said that some advertisers will spend more than \$1,000 on their floats.

The United Railways Company of St. Louis has offered to donate an unlimited amount of free electric power, supplied from an overhead wire and fed to the floats through trolleys. The line of march will follow the street-car tracks, and as a large number of the floats will use the company's offered "juice" it is said that the lighting effects will be unusually striking.

### Official Badge of the A. A. C. of W. Convention

The design which has been accepted for the official badge of the A. A. C. of W. Convention at St. Louis is believed to be one of the most artistic ever used at any of the annual meetings. The emblem of the organization, "Truth," and that of the St. Louis club, "Forward St. Louis," are prominent in the design. The ribbon will be in red, white and blue, and will carry out the patriotic spirit which will dominate the convention.

### Black Pub. Co. Opens in Chicago and Boston

The Black Publishing Company, New York, has opened offices in Chicago and Boston. R. M. Graham, formerly Western manager of the *Inland Storekeeper*, will be Western advertising manager, with headquarters at Chicago.

### Peirsel in West for "Woman's World"

Eugene B. Peirsel, for a year and a half with the Eastern advertising staff of *Woman's World*, has been appointed to the Western staff, with headquarters in Chicago.

### With "World's Work"

W. A. Glenn, former New York State representative of *Harper's Bazar*, has joined the staff of *World's Work*.

### News Print Men Indicted

The Federal Grand Jury last week handed down indictments charging seven members of the Newsprint Manufacturers Association with violation of the Sherman Anti-Trust law. They include George H. Mead, Philip T. Dodge, George Cahoon, Jr., G. H. P. Gould, and Edward W. Backus, comprising the executive committee of the association; and Alexander Smith and Frank J. Senzenbrenner. All were held under \$5,000 bail. It is claimed the Newsprint Manufacturers' Association represents forty-three large concerns controlling between 80 and 90 per cent of the entire output of the country. Individually they represent 55 per cent of the manufacturing wealth of the industry.

The indictments are the result of an investigation that has been carried on by the government for several months. George F. Steele, secretary of the association, was not indicted because he testified before the grand jury.

Members of the Federal Trade Commission are somewhat apprehensive as to the effect the indictments will have upon the plan proposed by the manufacturers, under which prices of paper would be fixed by the Commission. The Commission has already fixed the price at \$2.50, but it is reported that the manufacturers have refused to stand by this agreement in case the indictments were found.

### How Detroit Club Urges Enlistment

The first step taken by the National Defense Publicity Committee of the Detroit Adcraft Club is the preparation of a large banner to go on the back of automobiles, reading as follows: "The Navy needs men. Let's have 2,000 from Michigan. Recruiting Station, 161 Griswold St."

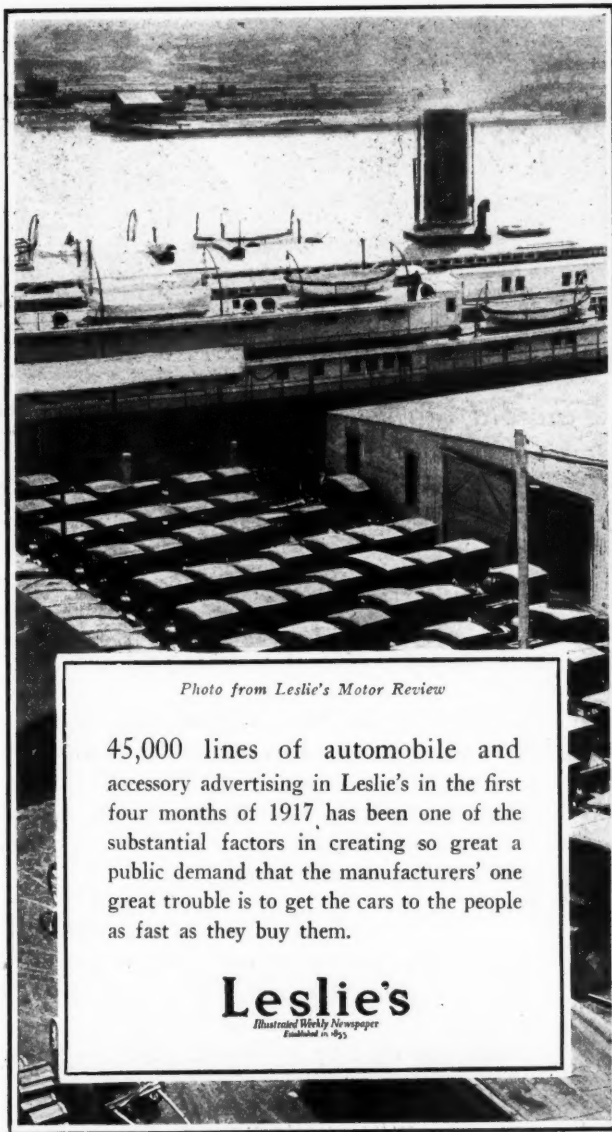
The expense is underwritten by the club and the banners sold at a little above cost. In the first week over 800 were placed.

### A. N. A. Will Meet in Detroit

The Association of National Advertisers will hold its semi-annual meeting at Detroit May 31, June 1 and 2. The sessions will be held at the Hotel Statler, and, as usual, will only be open to the members of the association. The meeting dates will make it possible for the members to go on to St. Louis in time for the convention of the A. A. C. of W. there.

### Representatives' Club Limits Membership

At a recent meeting of the Representatives' Club, N. Y., a decision was made to limit the membership to 100 in the future. It was also decided that no person eligible for membership should be allowed to attend more than one meeting in each year as a guest.



*Photo from Leslie's Motor Review*

45,000 lines of automobile and accessory advertising in Leslie's in the first four months of 1917 has been one of the substantial factors in creating so great a public demand that the manufacturers' one great trouble is to get the cars to the people as fast as they buy them.

**Leslie's**

*Illustrated Weekly Newspaper*  
Established in 1893



*The old club  
gets results -*



## *Judge advertising mediums as*

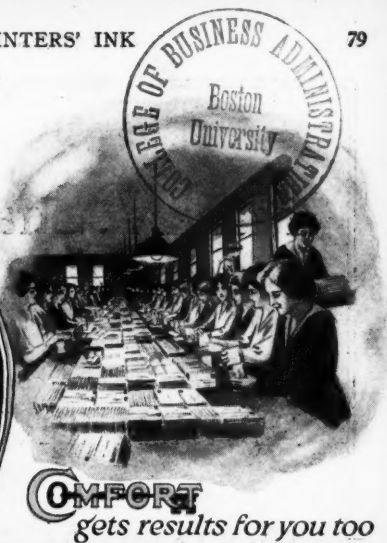
**I**SN'T there, in your caddy bag, one old golf club for which you have a real affection? Chances are it isn't beautiful—except to you. The grip is stained and worn, the shaft is warped just a little—the poor old head is dented, and the sole is saw-toothed. Admittedly, it isn't in the “pretty” class.

Yet you'd fight to protect that club. You have newer ones—handsomer ones—but when you are in a tight place you *pull that one* out of the bag because you *know* you can count on it to lay the elusive ball right up by the old cup.

**W. H. GANNE**

AUGUSTA

WALTER R. JENKINS, Jr., Representative  
New York Office: 1628 Aeolian Hall.



## as you do Golf Clubs - by Results

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. GANNETT, Pub., Inc.,  
AUGUSTA, MAINE.

**D**OES it produce results? That's the test of magazines, as well as of golf clubs. The next time you are wavering between putting on your list a magazine that is merely "beautiful" and a magazine like COMFORT that you KNOW will produce results—just think about your old club—the one you would use *in a pinch*. Then pick your magazine on the same basis. If you do, you will forget about looks and select the one you can count on to *produce*.

**A**FTER all, the man who said "Handsome is as handsome does" undeniably had the right dope. And COMFORT is a "handsome doer." Why not let it produce for *you*?

FRANK H. THOMAS, Representative  
Chicago Office: 1635 Marquette Bldg.



# Frank V. Strauss & Co.

*Announce*

RALPH TRIER

PRESIDENT

RICHARD M. HUBER

VICE-PRESIDENT

J. C. CHEVALIER

SECRETARY

W. L. TALCOTT

ADVERTISING DIRECTOR

W. M. HURWITZ

WESTERN ADVERTISING MANAGER

NEW YORK THEATRE  
PROGRAMS

108-114 Wooster Street  
New York



### Subsidiary of Big Packers Advertises By-products in New Field

This matter of making the by-products yield maximum profits has always been a hobby of Thomas E. Wilson. He learned early in his career that the future of any business is bound up tightly in the enterprise shown in getting the hidden profits out of it. His success can largely be traced to his skill in devising ways and means in marketing by-products, as illustrated by his activity in starting the old Ashland Manufacturing Company, now re-named

The name of the Wilson sporting-goods department was changed to Thomas E. Wilson & Company, so PRINTERS' INK is told, because of the apparent overlapping good-will value. The prestige piled up by one, would be shared by the other. The two campaigns would work hand in hand, to make "Wilson" stand for quality in the public mind. Perhaps this advantage had something to do with the aggressive nature of the campaign. At any rate, it is said by a Wilson official that the campaign is the first systematic effort ever made to advertise a line of sporting goods.



**UNCONDITIONALLY  
GUARANTEED**

**SPORTING GOODS**  
EVERYTHING TO HELP YOUR GAME

### Baseball Uniforms

There isn't a better equipped sport clothing tailor than ours. We make to order and to measure baseball uniforms, golf and sport suits for men and women—and all other kinds of athletic wear.

If your dealer hasn't our sample book of materials, we will send it on request. See coupon. We weave the famous Wilson Flair® run-meeting fabric used in our uniforms for men and women. We provide everything the sportsman or athlete wears. Wilson shoes, sweaters and sport attire are made in the latest designs, of the finest

### Real Waterproof Tennis Rackets

Tim. E. White & Co. species are geared to include spring grade steels, ground steels, forgings, structural shapes, pipe, sheet piling, castings, bar stock, wire rods, and wire mesh.

There is good business all over. White or tan or... On co-operative policy across groups alignment group cycles to better—and that we will not open a store in your town after our first visit to the location.

### Are You a Golfer?

You know of Tom Brumby? Tom specializes in the selection of wood and the making of Wilson's and Spalding's golf clubs absolutely the best. Wilson's premium and decorated heads are the choicest. Tom Brumby's made me the eye of a snail who learned to knock in Tom Stuart's own ball in Scotland. Ask your professional to match your clubs of these high grade shafts and heads. One Wilson's golf balls for long driving and true putting; they are perfectly sized, evenly combined with non-cracking covers. Your professional can also supply you with Wilson's indestructible put bags. We make everything in steel, brass for men and women. Write for our full catalog.

**Get a Wilson Baseball Outfit**

When baseball bats, gloves, masks, and baseball caps are official equipment, the bats approved by league teams are using them the most.

CONDITIONAL  
antp

CATALOG COUPON

☐ Check here if you wish to be put in touch with a Wilson distributor in your area.

(What you want and believe in the length, use of  
and mail to us.)

## *Announcement*

The Williams & Carroll Corp. has been merged with The Colony Advertising Company, Inc., of New Haven.

The agency continues occupancy of the Williams & Carroll offices in the Metropolitan Tower and full service staffs are maintained both in New Haven and in New York.

Directors of The Colony Advertising Company, Inc., are :

E. C. OLDS, President  
N. F. CARROLL, V.-Pres.  
L. S. SKIDMORE, Jr., Secy.  
I. G. OSBORN, Treasurer.  
J. D. ADAMS.

H. C. Goode is Assistant Treasurer and Sales Manager; N. F. Carroll, formerly of Frank Presbrey Co., is manager of the New York Office; J. D. Adams, formerly head of Service Dept. of George Batten Co., is Director of Service.

The reorganized Agency is especially qualified to serve clients in the following lines: Agricultural Machinery, Fire-arms, Bicycle Tools, Tobacco, Automobiles, Shoes, Business Equipment, Gas Engines, Paper, Food Products, Candy, Phonographs, Drugs and Building Equipment.

We employ no solicitors.

**The Colony Advertising  
Company, Inc.**

207 Orange Street  
New Haven

153 Metropolitan Tower  
New York City

"If older manufacturers of sporting goods had adopted national advertising," explained S. E. Seaton, president of the new company, to a representative of PRINTERS' INK, "they would be practically invincible. Sporting goods are as susceptible to advertising as any line which could be selected; yet other manufacturers did not think it necessary. Their methods have been shortsighted. The way has been too easy for them. If they wanted a particular piece of business, all they had to do was to go out and buy it. That kind of selling does not promote efficiency in any organization."

The sudden interest of Wilson & Company in a field heretofore neglected by the other packers originated in finding a satisfactory market for one of its by-products. Some difficulty was experienced in getting fair prices on sheep gut from which strings for tennis racquets are made. One manufacturer taking the biggest part of the Wilson production too frequently asserted arbitrary policies in purchasing. So to bring its market from under the control of one big manufacturer, the company decided to utilize the product itself in the production of finished tennis racquets.

#### OVERCOMING DEALER FEARS

But the company found that it is one thing to make tennis racquets and quite another to market them. Anticipating the move, competition had taken steps to block the usual channels of distribution. Dealers expressed interest in the new tennis racquets, but hesitated to put in an outside specialty which might cause them the loss of the agency for an entire line.

Not to be check-mated, the company began probing deeper into the general market for sporting goods. Opportunities were discovered, not only for tennis racquets, but for a complete line. "Research showed," said Mr. Seaton, "that only the surface had been scratched. For example, in 1899 when the first census of the

sporting-goods industry was taken, the value of the products amounted to \$3,628,000 on a capital investment of \$2,015,000. In 1909, the value of products had increased to \$11,052,000 on a capital investment of \$6,617,000. The increase in business for the ten-year period amounted to 304 per cent. Contrasted with this, a conservative estimate of the present volume of business is placed between \$20,000,000 and \$30,000,000."

With the fertility of the market established, the manufacture of a general line was not long delayed. Beside a market, other conditions were unusually favorable from a strategic standpoint. As an original source of supply, the company held an economic advantage over any of its competitors. It had leather for baseballs, basket-balls, foot-balls, ball gloves, boxing gloves, and athletic shoes. It also had wool for sweaters, hosiery and athletic clothing. To begin the conversion of these raw materials into finished products, and to fill out the line with articles not derived from packing house by-products, contracts were made among outside manufacturers for the production of a complete line under the Wilson brand.

#### HOW GUARANTEE WILL BE OPERATED

The unwillingness of manufacturers to subsidize their factories to increasing demands, however, turned the company to the establishment of its own factories. When the National Veneer Products Company, of Mishawaka, Indiana, maker of "Indestructo" trunks and baggage specialties, vacated its old factories, several months ago, Wilson & Company promptly took over the golf-bag department. About the same time Lyon & Healy, the Chicago musical instrument house, moved into a larger factory, and new machinery was installed in the old plant for the manufacture of knit goods. Other plants have been added from time to time until nine factories are now actively operating in the production of sporting goods.

The selling plan in the campaign has been laid out with an eye to taking advantage of previous weaknesses in the sale of athletic goods. One point which the company believes will prove a sales winner for the new line is an unconditional guarantee on all goods bearing its label. "We rely upon the sportsmanship of the American citizen," said the guarantee in the advertising. "If any article of our manufacture does not render the service or satisfaction which *you*, as its purchaser, believed it should have given, a refund or satisfactory adjustment will be made by the dealer who sold it. You are to be the sole judge. Your decision is ours. No such guarantee as this has ever before been made on sporting goods."

In extending dealer representation, the company is not confining itself to beaten paths. On the principle that sporting goods are universal in demand, it plans placing the line wherever consumer purchasing may be simplified. The policy toward dealers is made clear in the advertising. "Thos. E. Wilson & Company agencies," says the copy, "are granted to exclusive sporting-goods dealers, general stores, druggists, stationers, haberdashers, department stores, hardware stores, and bicycle and automobile supply dealers. Our co-operative policy means prompt shipments, prompt replies to letters—and that we will not open up a store in your town after you have built up the business."

#### OPERATE "LABORATORY" STORES

The opening last September of a retail and wholesale sporting-goods store in Chicago by Wilson & Company was announced at the time in *PRINTERS' INK*. This store, or any others which may be opened, is not intended to conflict with dealers carrying the line, but to aid them by cultivating professional indorsement for the line. Its principal purpose is to provide headquarters where contract business with clubs, gymnasiums,

schools and colleges may be transacted. This class of business is too competitive for average dealers to handle. It is usually handled on a close margin. To say that they supply the athletic equipment for such and such a school gives a manufacturer a prestige that is reflected in the sales of dealers.

Behind the whole campaign is the personality of a sportsman. Some time ago to satisfy a personal hobby, Thomas E. Wilson, president of the packing company and owner of the sporting goods company bearing his name, purchased control of the American Association baseball league. This personal interest in athletics, it is generally believed, will have no little effect in adding to the prestige of the line.

Advertising men are pointing to the entry of the packing company into the athletic field as an object lesson to manufacturers in other lines who are contentedly marking time when they should be building bomb proofs against future assault. It also suggests that there must be others who are overlooking an opportunity by not shaping their plans to include a more effective utilization of by-products. There is room for serious thought in the cold, formal statement found in the new Year Book just issued by Wilson & Company, explaining among other things, their policy in regard to using the profits on by-products to help the sale of the basic products. "In extending our activities in the manufacture of many by-products," the year book explains, "we thus realize increased profits from the sale of finished articles rather than selling the material in raw state. This expansion has been aided by vigorous advertising and sales policies." In other words, Wilson & Company carry by-product utilization to its next logical step—they not only utilize what it was once the custom to throw away, but apply the same careful thought and effort to marketing it, as they do to marketing their other manufactures.

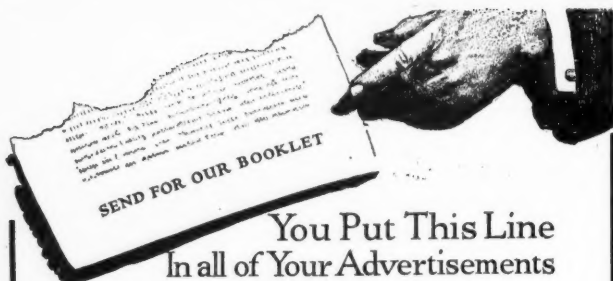
## PRINTING SERVICE FOR ADVERTISERS

*Fortunate is that concern  
whose printer renders a ser-  
vice so satisfactory that  
there is no desire to change.*

*Poole Bros. enjoy the  
patronage of firms whose  
names have been on their  
books for 20, 25, 35 years.*



POOLE BROS. CHICAGO



You stake your sale on the booklet you send. All the punch, all the conviction, all the power you can thrust into your copy is centered on getting that booklet asked for. It is asked for. Now it's up to the booklet. Unless it is so beautiful and so convincing that it will sell goods—that it will stop the natural tendency to send for other booklets of similar manufacturers—the cost of its printing is wasted; your precious inquiries may be worthless.

The type, the illustrations and the text of the successful booklet depend on the paper for their beauty and their effectiveness.

This brings us to the question of paper. Paper may not be the first thing you buy for your booklet, but it is the first thing to consider.

S. D. Warren & Company, makers of Warren's Standard Printing Papers, were the first to see the need of standard printing papers and have been the first to supply that need.

Each of the Warren Standards is a printing paper that produces the finest and most uniform results that can possibly be obtained from paper of its class.

We ask you to: "send for our booklet"—the 1917 Warren Suggestion Book which actually shows the results that can be obtained with the Warren Standards. It is a large book and is considerably more than a mere specimen book. It's an idea book. The leaves of this book are different Warren Standard Papers in different weights, printed with a variety of engravings from simple line cuts to elaborate color reproductions. This book will tell you a lot about standardized paper and how its use is the base of successful booklets. Sent only where the request is made on a business letterhead.

**CONSTANT EXCELLENCE OF PRODUCT THE HIGHEST TYPE OF COMPETITION**



**Printing Papers**

**S. D. WARREN & CO., 163 Devonshire St., Boston, Mass.**

*Manufacturers of Warren's Standard Printing Papers*

# Western Electric Lines Up Dealer in Consumer Campaign

Advertises to Sell Electric Light to Farmers and at Same Time Enlists the Aid of Dealers and Distributors

**P**ROBABLY of all the uses to which electricity can be put the one that has the strongest appeal to the average farmer is for lighting his home. His sons and daughters who are being educated in the schools and colleges of distant cities, have told him of the convenience, the comfort, and the superior illuminating power of the electric lamps. When he visits the big town where he buys his supplies and sells his products, he has been impressed by the brilliancy of the electric light displays in front of buildings and in the stores. He has noted the ease with which the current can be turned on and off by the pressure of a finger upon a button. Oftentimes he has wondered if the time would ever come when he could have electric lights in his buildings.

Last summer the Western Electric Company decided that the agricultural districts of the United States might very well furnish one of the most promising fields for the sale of independent lighting plants. The company, which is the largest distributor of electrical supplies in the world, made a careful study of the situation, which led the managers to believe that owing to the unprecedented prices the farmers have been receiving for their crops for several years, they are in a position to spend money for improvements that they have hitherto considered beyond their reach.

In the fall a well-conceived advertising campaign was launched in agricultural publications, to interest the farmers, in the company's lighting outfits. The problems it had to solve did not differ much from those of the manufacturers of other kinds of merchandise. It already had a well-organized system of distribution and abundant facilities for supplying any demand that might be created. Moreover, it had an accurate knowledge of farming communities through its experience in selling telephones.

The campaign which the company undertook might be described as a double-header. The copy employed in one group of twenty-one farm papers, having a total circulation of 3,496,000 copies and covering every State in the Union, was devoted to the exploitation of "The Farmer's Electrical Handbook," a volume of 160 pages, containing in compact form the information the farmer needs in order properly to understand the installation and use of electricity. The company offered to send it free to

anyone who would write for it, on the coupon which appeared at the bottom of each advertisement. It was believed that only those who were really interested in the subject would take pains to ask for the book.

The second campaign, which directly advertises Western Electric Farm Lighting Outfits, is appear-

**Better Farming Calls for Better Lighting**

AND that means electricity. You can have this clean, safe light no matter where you live, or how large or small your farm, and at very reasonable cost. Once you know the safety, the cleanliness, the convenience, the economy of electric light, you will never go back to the old methods.

**Western Electric Farm Lighting Outfit**

are made to suit your requirements. If you have a large farm, there is a large outfit for it—and vice versa. You can get just the outfit you need—no larger than you need, nor smaller.

The Western Electric Farm Lighting Outfit shines up to your own gas engine. It furnishes brilliant light anywhere you want it.

Write at once for your free copy of "Brightening Up the Farm." It's just packed with the very information you need about farm lighting.

**WESTERN ELECTRIC COMPANY**  
INCORPORATED  
882 South Clinton Street, Chicago, Ill.  
502 Farmington Street, Omaha, Neb.

WESTERN ELECTRIC COMPANY  
Please send me a FREE copy of "Brightening Up the Farm," the new book on Farm Lighting Outfits.

Name \_\_\_\_\_  
P. O. Address \_\_\_\_\_  
City \_\_\_\_\_

APPEALS TO THE FARMER, WHO  
LIKES ALL THE CONVENIENCES HE  
CAN GET

ing in sixteen farm papers, covering twenty-six western and Southern States, and having a total circulation of 1,169,307 copies. These are what is known as sectional or State publications. The copy used is devoted to pointing out the advantages of the electric light not only in the farmer's home but also in his barn and other outbuildings. The safety of the incandescent lamp when employed in places where dry hay and straw, highly inflammable materials, are liable to take fire from an accidentally overturned lantern or a carelessly dropped match, is insistently emphasized. Pictures showing the farmer at work milking cows or throwing down hay for the cattle, under the radiance of an electric light swinging above his head, are used.

Some of the headlines and phrases that attracted attention and aroused interest are these: "The 24-hour Sunshine Plant," "Why Spend Hours in the Dark When You Can Turn Night Into Day?" "No Matches Necessary When You Have a Western Electric Farm Lighting Unit," "No Tainting the Milk With Oil Odors."

#### GETTING THE BRANCHES AND DEALERS INTERESTED

Special sales manuals for each of the campaigns have been distributed among the managers of the thirty-two branch houses located at central points all over the country. The one dealing with the "Electricity on Every Farm" campaign contains a summary of the steps recommended for securing maximum results from the advertising. The instructions for handling inquiries and distributing the specially prepared printed matter are explicit. It is suggested that when inquiries are received for copies of the "Farmer's Electrical Handbook" by coupon from an advertisement, postal or letter, they be posted on a standard letter-head size sheet, stamped with an impression bearing at the top the name of the book and below blanks in which the date of receipt and the dates the several fol-

low-up cards to be sent out are entered.

Samples of the cards to be used for the latter purpose in the correspondence that follows are shown. One card is employed to acknowledge the receipt of a request for a handbook from localities in which the company has a satisfactory retail outlet. Another is to be used in answering inquiries from localities where it has no satisfactory retail outlet. A double post-card is employed in referring to distributors the names of those to whom the handbooks have been furnished. The second half of the card is to be used by the distributor to get in touch with the prospective purchaser. At the end of three weeks, if there is no evidence that the prospective purchaser and the company's distributor have opened up negotiations, the last card of the series, which contains neither a complaint nor a kick, is sent. It simply says:

"We recently had the pleasure of sending you one of our handbooks. We send this card now to find if we can be of any further service to you. Our organization is at your disposal and we shall be glad of an opportunity to serve you. The attached post-card is for your convenience. Mail it to us."

The "attached card" contains the names of fifteen electrical supply articles which the farmer might need, and opposite each is a blank square for checking any of the items that may be wanted.

The sales manual on the electric lighting outfit campaign presents a list of the publications employed, their circulation in the several States and directions for handling inquiries and orders, similar to those given in the other sales manual. The results of the advertising that has already appeared have been most gratifying. Thousands of farmers have asked for the book, and to each one a copy has been promptly mailed.

Of course, one of the main objects of the campaign is to enlist retail dealers in the proposition, and show them how to sell the



company's product. The piece of mail matter that is relied upon to accomplish this purpose is an attractive four-page folder printed on heavy, highly calendered, stiff paper. A portion of the text reads as follows:

"Undoubtedly you have thought for some time that you would like to sell electrical equipment to farmers but there has been no definite plan available for you to use. It is true that some mail-order houses have been selling batteries, wiring supplies and small appliances direct by mail, and manufacturers of light plants have sold them outfits direct or through farm implement dealers. The central stations and the electrical contractors have not been a factor in any of this business. It is time they were. The Western Electric Company is starting a campaign to put "Electricity on Every Farm." The central station, the electrical dealer and the contractor are to be the channels of distribution.

"But this campaign will mean little in direct returns to you, and you will not be in a position to get your share of this rural electrical business unless you fill out and mail the return post-card."

The dealers are requested to send their orders to the nearest distributing depot. In order to help them get business direct, an attractive illustrated booklet entitled "Brightening Up the Farm" is furnished them by the company in such quantities as they may need. The text describes the various uses to which electricity may be put on the farm, and the illustrations show the different kinds of appliances in actual operation. In addition the company offers to assist both dealers and consumers in working out the electrical problems they may encounter.

It will be interesting to other national distributors to watch the developments of this carefully planned attempt to line up and extend the business of distributing depots and the dealers and sell the consumers, in what is practically a single campaign.

## American Stores Proposed for South America

Consul-General L. J. Keena, writing from Valparaiso, Chile, points out in a short article in *Commerce Reports* of the United States Government that the establishment of American department stores in Latin America would offer a valuable outlet for our goods after the war. Such stores run by British and French interests already exist.

"The department store is not a new institution in South America," he says. "In Chile there are the Chilian Stores (Ltd.), better known as Gath & Chaves, in Santiago and the Casa Francesa in Santiago and Valparaiso. The former is British and the latter French.

"The Chilian Stores are stated to have a capital of £400,000 (\$1,946,600). The building occupied by the company covers an area of 2,500 square meters (26,900 square feet) and contains five floors and a basement. In addition the Stores have a factory employing 300 hands and 600 houseworkers. The total number of employees is said to be about 1,500. Prior to the present war Gath & Chaves had in project the establishment of branch houses at Valparaiso and Concepcion.

"The Casa Francesa is a branch house of La Grande Maison (F. Simón et Cie.), Rue Fontaine au Roi, Paris. It occupies a large three-story building in Santiago and a somewhat smaller one in Valparaiso. In addition, the house has separate workshops with the following departments: Men's tailoring, employing 200 operatives; children's dresses, 200 operatives; shirt factory, 90 operatives; dressmaking, 100 operatives; quilt factory, 50 operatives.

"Gath & Chaves, the Casa Francesa, and Harrods (a branch of Harrods, London) are the largest department stores in Buenos Aires, Argentina.

"The success of these department stores shows that there is opportunity for their establishment and development in South America. If, after the war, purely national interests dictate to a large extent the markets in which the minor articles of trade shall be purchased, North American manufacturers will be handicapped in South America. This handicap could be removed, in so far as it affects personal and household articles, by the establishment of North American department stores in the Latin Republic. Such stores would not only mean a secure outlet for many lines of manufacture, but they would also serve, in the perfection of their organization and equipment and in the efficiency of the service rendered, as high examples of the spirit of American trade."

## Harry Riemer With Fairchild Pub. Co.

Harry Riemer has resigned as editor of the *American Stationer and Office Outfitter*, New York, to become associated with the editorial staff of the Fairchild Publishing Company, of the same city.

For some time Mr. Riemer was associate editor of the *Paper Trade Journal*.

# The Pedantry of Business Men

By George Burton Hotchkiss, M.A.

Professor of Business English and Head of the Advertising and Marketing Division in the New York University School of Commerce, Accounts and Finance

THE controversy in your columns on the split infinitive and other "don'ts" for the copywriter has aroused in me what a contributor to the *Congressional Record* might describe as "mingled feelings." As an advertising man I "point with pride," but as a professor I "view with alarm." Naturally I am gratified at the amount of interest that has been shown in the subject of correct English, and I wish every teacher and student in our schools and colleges could read this evidence that business men are by no means neglectful of the niceties of grammar.

On the other hand, I am not so much pleased to discover a tendency to return to ideas which many of the schoolmen have discarded. Now that the teaching of English has shown signs of developing a more rational tendency, it would be unfortunate if reactionaries among business men should conspire to thrust it back into its old-fashioned cast-iron mold. Pedantry is intolerable everywhere, and most of all intolerable among American business men who stand for the ideals of efficiency and progress.

Let me say, parenthetically, that I do not presume to speak for all professors of English. I say this because of the tacit assumption by many business men that the views of one university professor represent the views of all other members of his class. The finger of ridicule has occasionally been pointed at the professor of psychology who ventures his opinions of advertising, and all other professors of psychology—and the whole field of psychology itself—have had to share the burden. Practitioners of every art and science differ widely in their views and psychology and English are no exceptions to the rule. Almost any view that has been maintained in this discussion of the split infinitive could be supported by quo-

tation from some professor of English.

Several authorities have been cited both by the *pros* and by the *antis*. Among them Professor Lounsbury is mentioned by one of those who rail against the split infinitive, apparently under the impression that this strengthens his case. To be exact, he says: "As Professor Lounsbury frequently pointed out, there is little doubt that certain decadent forms are creeping into the English language—and with authority."

This citation was somewhat unfortunate. Professor Lounsbury was always a stout champion of usage as the supreme authority that justifies any English construction. Were he alive he would doubtless be as much amused at the idea that "decadent" forms can "creep" into the English language as he would be amazed that anyone could imply that he was opposed to the split infinitive.

## PROFESSOR LOUNSBURY AS AN AUTHORITY

Happily no one need remain in the dark as to Professor Lounsbury's views on this matter. They are set forth plainly in the chapter entitled "To and the Infinitive" in his masterly book, "The Standard of Usage in English." I believe that anyone who takes my advice and reads this lucid exposition of the case of the split infinitive will agree that the final word upon the subject has been said. I shall not even try to summarize his arguments. He has stated them too ably to leave any room for interpretation, and, moreover, I do not wish to diminish in the slightest the pleasure of those who will read them for the first time.

But I am less concerned with the opposition to the split infinitive than with the attitude which that opposition frequently represents—an attitude of insistence upon rule as rule. Correctness in

# WOMAN'S WORLD

announces the appointment  
of

**EUGENE B. PEIRSEL**

to its **WESTERN ADVERTISING STAFF**

*(with headquarters in Chicago)*

THIS advancement comes to Mr. Peirsel after an eighteen months' service with the Eastern Advertising Staff, following a ten years' sales and sales executive experience in the Small Town Field in every state in the United States.

We bespeak for Mr. Peirsel your consideration as he is a man of character and ability, who has succeeded because he has given splendid merchandising reasons and service in his sale of Woman's World space.

**Day and  
Night  
Service**

**The best quality  
work handled  
by daylight**



*One of the largest and most completely  
equipped printing plants in the United States*

**Printing and Advertising Advisers and  
The Co-operative and Clearing House  
for Catalogues and Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

**OUR SPECIALTIES**

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (6) Also Printing requiring

the same material and workmanship as the above, such as **Proceedings, Directories, Histories, Books,** and the like.

**Our Complete Printing Equipment,** all or any part of which is at your command, embraces:

**TYPESETTING  
(Linotype, Monotype  
and Hand)  
PRESSWORK  
BINDING  
MAILING  
ELECTROTYPING  
ENGRAVING  
DESIGNING  
ARTWORK**

**If you want advertising service,** planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you.

If desired, we mail your printed matter direct from Chicago—the central distributing point.

**USE NEW TYPE**

**For Catalogues  
and Advertisements**

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

**Clean Linotype and  
Monotype Faces**

We have a large number of linotype and monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

**Good Presswork**

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.

**Binding and Mailing  
Service**

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

**Let Us Print Your Catalogues and Publications**

**THE GREAT CENTRAL MARKET  
CATALOGUE & PUBLICATION  
PRINTERS**

**Make a PRINTING CONNECTION  
With a Specialist and a Large and  
Absolutely Reliable Printing House**

(Inquire Credit Agencies and First Nat'l Bank, Chicago)

If you want quality—the education and training of our employees concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful. If you want delivery—our plant is equipped with economical, time-saving machinery and is in operation day and night the year around. If you want the best price—our unusual labor-saving material and equipment enables us to make exceptionally low prices on our specialties. Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself

**Proper Quality—Quick Delivery—Right Price**

*We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.*

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.  
(We are strong on our specialties)

**ROGERS & HALL CO.**

Polk and La Salle Streets CHICAGO The Great Central Market  
Wabash 3381 TELEPHONES Auto. 52-191

English grammar and diction is not a matter of absolute rule, but even if it were, observance of rules to the disregard of the reasons behind them and to the neglect of more vital considerations of effectiveness is nothing short of pedantry. And every copywriter has come in contact with this pedantry, usually in the form of "don'ts" that have cramped his efforts.

Some of the so-called rules with which I have come in contact either as writer of advertising copy or as teacher of English are, to say the least, surprising. Here are just a few of them:

"Don't use a negative."

"Don't use 'don't' and 'won't,' and other similar contractions."

"Don't use *New York City*. There is no such place. Use *New York, N. Y.*"

"Don't begin a sentence with *and*."

"Don't begin a letter with *I*."

"Don't use *data* with a singular verb."

"Don't use *none* with a plural verb."

"Don't split an infinitive."

"Don't use an object after a passive verb (That car of yours)."

"Don't use a double nominative (He was paid fifty dollars)."

"Don't end a sentence with a preposition."

Some of these are more absurd than others, but each one has its adherents who make of it a fetish and consider its violation almost sacrilegious. Where some of these "don'ts" come from I cannot imagine. Possibly their perpetrators studied Goold Brown's grammar in their boyhood and since then they have used no other.\*

In my professorial capacity, I am frequently appealed to by mail or telephone for a ruling on some point of grammar. Often the issue is between two forms, both of which are abundantly sanctioned by usage. In such cases I have to reply—and jeopardize my reputation by replying—"Both are cor-

rect. Use the form that sounds best." (Yes, I say "best," not "better.") My inquirers sometimes find this answer unsatisfying. They want an absolute distinction, as if one form must necessarily be right and the other wrong.

In cases where the grammatically correct form sounds awkward or unnatural, I have not hesitated to advise that it be avoided. Take, for example, this sentence:

"Lustro silks are beautiful silks—the kind that is preferred by discriminating women."

According to strict grammatical rule, this is correct. But it does not sound right. The word *kind* is singular, but the mind thinks of *silks*, which is plural. Hence it sounds better to say:

"Lustro silks are beautiful silks—the kind that are preferred by discriminating women."

Personally, I should not hesitate to use this construction, for I place sound and sense above the strict rules of grammar. Of course, it is nearly always possible to change the sentence entirely and thus avoid either alternative. The point I wish to make, however, is that there are considerations more vital than grammatical rule that should govern advertising copy. Pedantic insistence upon the rule is likely to be harmful to the good English style we all wish to see. Let us get back to a rational basis in our use of the English language.

Language, after all, is simply a medium to convey thought and feeling. Good English style in advertising is simply that which does convey the message effectively; that "gets it across" with the least waste. Necessarily, we must have a certain standard method of construction and a standard vocabulary upon which writer and reader are in agreement. What that standard is matters little. We could, if necessary, accustom ourselves to reading type lines that run from the bottom to the top of the page, to built-up words composed of a score of syllables, and to any kind of syntax. The English language as it stands to-day is not what it was yesterday in either vocabulary or grammar. It

\* Those of my readers who consider any of these rules inviolable are respectfully referred to Lounsbury's "The Standard of Usage in English."

is still fluid and will be changed by to-morrow, for usage—the joint agreement of many individuals—is continually changing. Only a dead language has an unchanging grammar. No living language can be cramped within the boundaries set by authority.

In the United States frequent changes may reasonably be expected, because democracy leads to freedom of speech in every sense. We have no king to hold up the King's English as a model. We have no academy of censors whose judgment is final. We are governed only by the necessity of having our message understood and having it favorably received—which I submit is the best possible government in a democracy. Even the dictionary and grammar are not the real authorities which govern our language. They simply represent and crystallize usage as it was when they were made—or as their writers thought it was. In spite of frequent revisions they hardly keep pace with the changes in our everyday language.

Many words and constructions in common usage are offensive to some ears. The split infinitive is a good example. Personally, I do not like it, though I should not go so far as the English government did on one historic occasion when it stipulated that while it would consent to some modifications in its treaty with the American government, it would under no circumstances endure the insertion of an adverb between the preposition *to*, the sign of the infinitive, and the verb. There are others, I understand, who consider this offense an overt act that justifies war.

My ear is also sensitive to *like* used as a conjunction, as in "I know that car like I know my own father"—a usage that seems to be gaining in popularity. Dangling and misrelated participles irritate me; so do *enthuse* and other similar corruptions. I even try to avoid the incorrect use of *whom*, for which so many authors have been held up to scorn in F. P. A.'s column. Most readers have their "pet abominations," dislikes which

are sometimes instinctive, but more often acquired; sometimes based on logic and sound knowledge, but more often on the assertion of some purist. The pet abominations of to-day will doubtless be accepted unhesitatingly to-morrow, as we have accepted those of yesterday.

No power on earth can prevent the adoption and use of words and constructions that really serve (or seem to serve) the purpose of conveying ideas more clearly, exactly or forcefully. College presidents may condemn them; purists may sneer at them as Scotticisms, Americanisms, or barbarisms; newspapers may put them upon the taboo list or *index expurgatorius*. Nevertheless, they do survive and flourish. They are adopted by our most reputable authors. The grammarian finally has to recognize them and if he cannot include them in some rule he calls them idioms. It may be noted that idiom is no longer a term of reproach. Idiomatic English, indeed, is regarded as the bone and sinew of effective style.

"THE LETTER KILLETH, BUT THE  
SPIRIT GIVETH LIFE"

So long as any word or construction grates harshly on many ears, however, the wise copywriter will avoid it. Otherwise, he may incur contempt and will certainly lessen his chances of getting his message across. For it is a safe principle that anything that draws attention to form, distracts attention from substance. This principle, however, works both ways. Awkwardness and artificiality of phrase are almost as bad as incorrectness. Forms to which we are unaccustomed distract our minds from the substance of the message. In short, *noticeable* correctness—pedantic, meticulous correctness—is likely to prevent the message from getting across. If this happens, it is poor consolation to feel that the reader will approve your good taste and say to himself, "Here is a writer who knows the rules."

Aside from this, there is always the danger that the writer may think too much about the form

✿ WE REFER YOU TO A  
DISTINGUISHED CUSTOMER



EVERY TIME you look at a copy of The Saturday Evening Post or any of the Curtis publications, you see a demonstration of printing from Royal electrotypes. As everybody knows, these magazines are famous for their mechanical perfection. Many elements enter into the problem of producing the enormous total of twelve million magazines per month, but it is safe to say that Royal electrotypes do their bit in upholding the quality of Curtis presswork. Naturally, we are very proud to count the Curtis Publishing Company among our customers. For present purposes it is easier to refer to them than to a long list of enterprising printers, publishers and advertisers, in various parts of the United States. The most significant feature about our business is that it reaches as far north as Maine, as far south as Florida, and as far west as Missouri.

ROYAL ELECTROTYPE COMPANY  
620 SANSOM STREET      PHILADELPHIA





# Bank Opens 1,042 Accounts

From 150 Lines in  
Bronx Home News

March 5, 1917.

Editor Home News:

Just a line of appreciation for the publicity accorded our "Christmas Club." Largely as the result of our little "ad" in the Bronx Home News, we opened 1,042 accounts.

## Join the Christmas Club Opens for Membership

*February 19th*

There are classes to fit every pocketbook.

Full information given at the Bank or write for descriptive circular.

## NORTH SIDE SAVINGS BANK

3230 Third Avenue, New York

It's fortunate we didn't have a big one, we simply couldn't have handled the business.

NORTH SIDE  
SAVINGS BANK,  
John G. Borgstede,  
Pres.

*This is the ad.*



It measures 30 lines and ran five times—Jan. 28, Feb. 4, 11, 18 and 25th.

# Bronx Home News

100,000

Copies each issue—guaranteed  
Tuesday, Thursday and Sunday.  
Thousands read no other paper.

JAMES O'FLAHERTY, Jr., Publisher, 373 East 148th St., New York

There are two other editions of The Home News published, one in Harlem and Washington Heights—Wednesday and Sunday, 100,000 copies of each issue; the other in Yorkville, 50,000 copies once a week, on Friday.

DOWNTOWN OFFICE: O'Flaherty's N. Y. Suburban List, 225 West 39th Street



and thus sacrifice the idea. Authorities upon good style like Herbert Spencer and George Herbert Palmer are agreed that too careful attention to technical details during the process of composition is likely to result in a labored and ineffective piece of work. Even in teaching English I have found that the best results are secured by making the student think chiefly about delivering his message, and only incidentally about the form.

If this is true of English in general, it is certainly true of English in advertising copy. Art for art's sake may have a place somewhere—though I have never been able to find it—but its place is not in advertising copy, which is built to do useful work. The only kind of copy that is good is the kind that makes good. This does not mean direct sales merely, but good will. So far as direct sales are concerned, the evidence is fairly conclusive that the more conversational and simple the language is the more certain are results. Stilted and consciously formal copy puts a barrier between writer and reader. Colloquialism and even slang are less likely to lose sales than is pretentiousness.

With copy that is intended primarily to buy good will, less freedom is permissible. Serious incorrectness or offenses against good taste can hardly be tolerated. Nevertheless, the copy should not be too precise in its observance of the rule-book at the expense of all naturalness and spontaneity. Correctness is desirable, but easy, interesting reading is more necessary to a good impression.

There is already too much temptation for the copywriter to sell his copy rather than the proposition his copy presents. Why hamper him with so many restrictions and "don'ts" that he has to think continually about form in order to get the O K? For my part, I believe in correct English, but I believe more firmly in effective English. So I say that if observance of strict grammatical and rhetorical rule cramps you; if it leads to awkwardness, unnaturalness, and pedantry; by all

*"You may be interested to know that your prices are much lower than we had expected."*

**W**E have had many similar expressions from the readers of *Printers' Ink* who have given us an opportunity to go into the details of their propositions of salesmanship in print.

We are aiming—first, to produce printed advertising matter that accomplishes to a maximum degree the purpose for which it was intended.

But we are also constantly striving to produce this printed matter at a fair price—a price that is not unreasonable when compared with what you now pay.

## ARROW PRESS

INCORPORATED  
"Salesmanship in Print"

Catalogs House Organs Booklets  
Direct-by-Mail Literature  
Advertisement Composition

320 West 39th Street  
New York City

Telephones: Greeley 329, 330, 331



**D**URING 1916, The Showman of "The Passing Show" marched at a rapid pace into the favour of the shrewdest advertisers in Britain. The following figures speak for themselves:

**JAN. 1916.**

Average advt.  
space booked in  
each issue :

**6½ pages.**

**DEC. 1916.**

Average advt.  
space booked in  
each issue :

**15 pages.**

## THE PASSING SHOW

**Britain's Brightest Weekly.**

Guaranteed Weekly net sale considerably exceeds 150,000 copies.

**Advt. Rate \$150 per Page,  
and pro rata.**

*Philip Emanuel,*  
Advertisement Manager,  
**ODHAMS LIMITED,**  
85-94, Long Acre,  
London, W.C.

means disregard the rule. If you cannot avoid the split infinitive without sacrificing the meaning you intend or the smooth, natural reading of the sentence, then I advise you to boldly split your way through the infinitive—and let the chips fall where they will. There are many things in advertising copy that are more vital than grammatical rules.

### Good Times for Seedsmen

Indications all point to an exceedingly prosperous season for growers of garden seeds and for manufacturers and retailers of gardening tools. The resolve to grow more vegetables and bigger crops is nation-wide. Seed men are taking advantage of the opportunity thus presented to advertise more extensively than usual.

In Trenton, N. J., Satterthwaite's Seed Store filled the better part of eight pages in a recent issue of the *Evening Times* with advertising of seeds and farm and garden supplies. The advertising appeared in the form of catalogue pages, four on a newspaper page.

"Will Dixie Do Her Part? Of Course She Will" is the heading of an advertisement in the Memphis *Commercial-Appeal* for plows, cultivators, etc.

"Every Southerner should, and must, raise Food," the copy runs, "Wheat, Oats, Corn, Peas, Vegetables, Hogs and Cattle in addition to Cotton."

Another advertisement in the same paper starts as follows:

"Stand by President Wilson. You can serve your country best by raising food! Plant Tested Seeds. Be sure of a good crop. Corn is now selling at \$1.50 and wheat \$2.50 a bushel. All varieties seeds scarce. We have limited stocks. Plant now."

### Odlin Advertising Manager of Wright Wire Company

John W. Odlin has been appointed advertising manager of the Wright Wire Company, Worcester, Mass. He has been with the company since the first of the year. Previously he was a reporter on Boston and Worcester newspapers and for four years was secretary to the Mayor of Worcester. He was appointed to this position by Geo. M. Wright, president of the Wright Wire Company, when the latter was mayor of the city.

### Chicago Agency Changes Name

The H. E. Reisman Advertising Company is the new name of the company formerly known as the Sales Service Company of Chicago. The change in name is incidental to the withdrawal from the company of Murray Howe, who has opened an agency in New York, as announced in *PRINTERS' INK*, March 15th.

## A Complete Paper Service for Advertisers and Others

**B**EGINNING with the paper for making, labeling and lining cartons or cases of merchandise, our stock includes paper for every conceivable need of advertiser and printer.

News print for the publisher of daily and weekly papers; book papers of all grades and prices, suitable for all classes of periodicals, catalogs, books and house organs; cover papers to meet every need and every price; card board for car cards and mailing cards; strong, hard sheets for posters and window displays; special finished papers for lithography and offset press work; bond papers varying all the way from the most inexpensive sulphite to the finest linen rag stocks; ledger papers and safety papers for accounting, recording, and financial transactions.

Behind it all is the great Whitaker organization of paper experts, ready always to bring the Whitaker Service direct to the man or the firm that needs it.



*If you have a paper problem, tell us what it is. Probably we can show you its solution.*

### The Whitaker Paper Company

CINCINNATI, OHIO

Birmingham

Detroit

Atlanta

Bay State Paper Co. Division..... Boston

Smith, Dixon Co. Division..... Baltimore

New York Office—Fifth Avenue Bldg. Chicago Office—People's Gas Bldg.

# Minnesota Leads the World in Agricultural Teaching

More boys and girls are being taught scientific agriculture in Minnesota than in any other state.

More schools are offering courses in agriculture in Minnesota than in any other state. The State Agricultural College, its five branch stations, and 184 high schools and consolidated schools are giving agricultural courses.

The extension department of the Agricultural College is getting in touch with thousands of farmers each year.

Thirty counties in Minnesota have active county agents who are doing valuable work in spreading the knowledge of scientific agriculture.

A thousand farmers' clubs are discussing modern methods of farming in their weekly or bi-weekly meetings.

Agricultural enlightenment means better farming, better living on the farms, more use of improved farm machinery, better housing of live stock, and a better market for everything that accompanies better farming.

You cannot, in justice to yourself, stay out of an enlightened market such as Minnesota offers.

To dominate this market, you must use the paper which dominates the Minnesota agricultural field.

## THE FARMER

*A Journal of Agriculture*

**WEBB PUBLISHING COMPANY**

*Publishers*

**ST. PAUL, MINNESOTA**

Western Representatives,  
GEO. W. HERBERT, INC.,  
1341 Conway Building,  
Chicago, Illinois.



Eastern Representatives,  
WALLACE C. RICHARDSON, INC.,  
381 Fourth Avenue,  
New York City.

# National Advertiser Seeks Out Kind of "Helps" Dealers Will Use

I—Typical Middle Western Merchant Gives Instances of Profitable Co-operation With Manufacturers—An Interview by Frederick C. Kuhn

[EDITORIAL NOTE:—Mr. Kuhn is in charge of dealer service work for a well-known national house. His aim in these articles is to bring out evidence to guide him in preparing the most effective co-operation by his house. In each case he has selected a merchant who is a fair representative of general storekeepers, druggists or hardware merchants.]

*Merchant's name, Mr. Brenner of Brenner Drug Co., Stillwater, Minn. Population 9,500. Washington County. Trading radius, seven miles. Local industries: Farming, logging, shoe factories, etc. Leading advertised brands sold: Rexall Remedies, Liggett's Chocolates, Sherwin - Williams Paints and Varnishes.*

**T**HEORETICALLY one of the very best forms of advertising for the average dealer is the little leaflet, like those we are compelled to buy from the United Drug Company at \$1.50 per thousand. I say theoretically—because from the standpoint of the manufacturer the idea is good, but without question thousands upon thousands of them are wasted for the reason that average druggists haven't a proper place to keep them on their dispensing counters so that they may be wrapped into packages and put into their envelopes when mailing bills.

In this connection many of the drug stores have devised a little rack with pigeon-holes that takes care of the leaflets so they are handy and may be reached just at the time when one is wrapping up the package. So much for the leaflets. I believe that the dealers really want them, but in many instances they do not get their real benefit on account of waste distribution.

What kind of advertising does the dealer want? He wants advertising that will be a combination of something practical which he can make use of and on which appears the advertising of the

manufacturer. In the drug line for over fifty years manufacturers have put out almanacs. But during the past eight or ten years they have gradually cut down the almanac proposition, until to-day there are not over 5 per cent of the almanacs given out that there were ten years ago. Those manufacturers who have had their ears to the ground started some years ago to publish a calendar with big figures. The Chattanooga Medicine Co., of Chattanooga, Tenn., put out one some eighteen years ago, charging the dealers five cents each for them in lots of five hundred, and about four cents each in lots of one thousand. It has distributed several million each year with good results to itself and to the dealer who bought them.

About ten years ago the Dr. Miles Medical Company, of Elkhart, Ind., put out a calendar, giving about 250 free with each \$24 order of goods. We have used these Miles calendars for the past eight or nine years, and I know nothing which has brought results like them. Why? The reason is perfectly plain. Here was something that is an expensive piece of advertising, but they are so good that people go to drug stores each year and ask for them, take them home, and display them in their homes during the entire year. Is it possible to get something that is better advertising than a thing that people will come in and beg for? I believe not.

## POPULARITY OF BIG-FIGURE CALENDAR

I don't know how many customers have told me this year that they would gladly pay ten cents each for these calendars if we would get one for them, for we ran short. We had 300 of the Miles calendars and I bought 250

of the Rexall calendars at five cents each. I wish that I had bought a thousand of the latter, for I have never seen the time when so many hundreds of people were disappointed at not receiving a "big-figure" calendar.

There are other stunts that can be worked out by manufacturers which would be good advertising for their lines and at the same time be something that dealers all want—paper bags. There are only two firms that I know of that put them out at present—the Castoria and Bromo Seltzer people. The little horehound-drop sack is one we receive gratis by buying a keg of horehound drops. Now this is something that no dealer would throw away, because it saves him buying paper bags. At the same time it carries the manufacturer's advertising, is taken to the home and set up on the kitchen shelf, where every member of the family sees it day after day. Is there anything better that the dealer could want in the way of advertising that will carry the advertisement to his customer and at the same time save him some money? I believe not.

#### SUGGESTION FOR A PRICE CARD

These first stunts mentioned will apply to stores in any size town. Now here is another that would apply only to general stores, hardware stores or drug stores in smaller towns. I have seen it used in practically every general store in the country districts, while out on the road canvassing for trade. This is the sign put out by the Calumet Baking Powder Company, telling the farmer what the dealer is paying for eggs or butter. There is a rotary disk back of the sign, so that the figures can be changed from day to day. This sign is about 10x14 inches and the figures about two inches high. I have thought that paint houses might work out a similar display for their dealers, but instead of stating, "We will pay twenty-eight cents for eggs to-day," have the sign read "Linseed oil is worth eighty-five cents to-day." Another

one of the same kind saying "Barn paint is worth \$1.65 to-day," "Hard-wearing floor paint is worth \$2.25 to-day." All interchangeable figures, you understand. So far as the waste of paint cards is concerned, The Sherwin-Williams Company has worked this out to a nicety by means of its counter book. We do not require 10 per cent of the sample cards now that we used before this company had the counter book.

I think the pigeon-hole cabinet referred to previously or some other form of cabinet would be the greatest saver of booklets. Further than that, I believe that the manufacturers could regulate the giving out of booklets very much better than they have done by sending out their booklets or leaflets with each order of goods and in proportion to the amount of goods shipped. In this way a dealer who is ordering \$100 worth of goods might receive 1,000 booklets. The dealer who orders \$10 worth of goods receives 100 booklets, or some similar proportion.

Except in the case of the long-profit goods, I do not believe the average dealer would buy booklets. I believe there is one more form of advertising that is not thoroughly appreciated by the manufacturer. And that is the value of moving window displays—for the larger cities particularly.

In my twenty-four years' experience back of the counter I don't believe I have ever seen such a wanton waste of material in any other line of endeavor as in the waste of showcase easels, booklets, and sample cards. Most dealers want to display long-profit goods on their showcases and windows and will not give room to easels. I have often wondered why manufacturers did not pay greater attention to getting out advertising that the dealer would in turn distribute among his customers where the advertising could do some good.

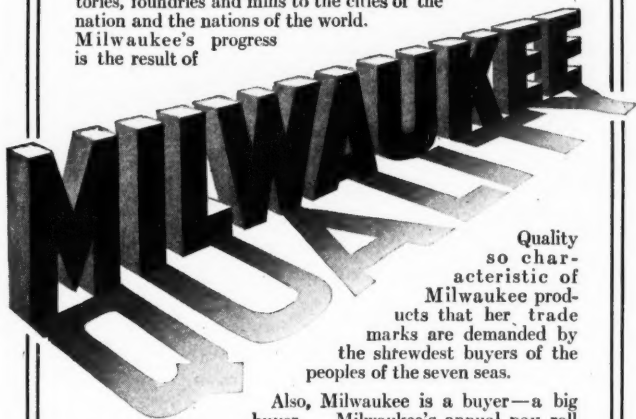
What the dealer wants you to understand is not *more* advertising—but *better*.

## The City That Hid Its Light

**T**HROUGHOUT the years Milwaukee has striven for a high place in the front rank of manufacturing cities; she has labored in silence, but the world has beaten a broad path to her door.

Today, lake, rail and ocean bear the products of her 3600 factories, foundries and mills to the cities of the nation and the nations of the world.

Milwaukee's progress is the result of



Quality so characteristic of Milwaukee products that her trade marks are demanded by the shrewdest buyers of the peoples of the seven seas.

Also, Milwaukee is a buyer—a big buyer. Milwaukee's annual pay roll exceeds \$200,000,000. Last year Milwaukee workers spent more than \$5,000,000 for homes.

Throughout Milwaukee's progress THE MILWAUKEE JOURNAL has grown and prospered. Today it is the dominant publicity force in this \$200,000,000 market—the one paper that can carry your message single-handed, effectively and productively, to Milwaukee's 450,000 population and to a goodly number of Wisconsin's small town consumers.

### The Milwaukee Journal

is read in over 80% of the English-speaking homes in Milwaukee. Its circulation of more than 110,000 average net paid equals the circulation of the next three newspapers combined. It has built a quality and quantity circulation through merit alone—it has depended solely on merit to secure and retain its readers. In every respect it is the dominant newspaper in the field.

## The Milwaukee Journal

*Daily and Sunday*

O'MARA & ORMSBEE, Inc.  
Foreign Advertising Representatives  
CHICAGO AND NEW YORK

HARRY J. GRANT  
Business and Advertising Manager



**6,000,000**  
**Weekly Circulation**  
**Guaranteed**

## **Flexibility of Use**

Four zones East of the Mississippi.

In each 250 theatres—a circulation of 1,500,000.

Use them all at the same time if you like—

Or use them in rotation, employing intensive merchandising methods in each zone respectively while your pictures are being shown there.

Sectional concentration such as this can be offered by no other medium at such a low cost in proportion to the circulation and effectiveness.

New advertisers in particular will find our story well worth hearing.

*Your product in actual use shown in miniature photoplays to six million people.*

**SCREEN ADVERTISING, INC.**

General Offices and Studio  
WASHINGTON, D. C.



# What Shall Employers Do for Those Who Enlist?

Few Firms Can Afford to Give Full Pay During Absence—Suggested Relief Scheme Based on Experience of England and Canada

A NUMBER of the leaders of finance and industry in the eastern part of the country met not long ago to try to ascertain what is the wisest and most patriotic method of dealing with the problem of pay-rolls in war time and the dependents of those who enlist. The results of their deliberations are here published for what they are worth, and in the hope that they may call forth comment and suggestion from those interested.

It was recognized at the start that the United States has a unique opportunity to learn from the experience of England and Canada; and it would be a serious reflection on our intelligence, as well as a menace to our efficient handling of the war, if we did not profit by their example and avoid their mistakes. Information on this subject was therefore obtained from authoritative sources: as to Canada from various Canadian manufacturers' associations and governmental departments; and as to England from British representatives now in this country.

The testimony of Englishmen and Canadians alike was to the effect that if they had the whole thing to do over again they would go about it very differently. In fact, it is now planned to reorganize the work in England in the light of what has been learned by experience. The war broke upon these countries with much greater suddenness than it has come to us; they were without precedents or experience as to the problems of so gigantic a struggle. In the outburst of patriotism which accompanied the declaration of war many firms and corporations pledged themselves to give full pay for the period of the war to such employees as might enlist, and to take them back into their old jobs when they returned from the front.

Then the war kept on month after month, ran into a second year and then into a third. Taxation increased and the cost of everything went up. One after another the employers who had made generous promises at the beginning of the war found themselves unable to carry out their undertakings. Yet the dependent families of their employees were in dire need, and when the relief the employers had extended was withdrawn, others had to take up the burden. Then, too, the men began coming back. Maimed, crippled, blinded, in many cases it was physically impossible for them to re-enter their old jobs. The glowing promises made in the first flush of patriotism without sufficient thought for the future, could not be kept. Disappointment and discontent resulted.

## HARDSHIP TO FOLLOW BRITISH EXAMPLE

Nor was this discontent confined to those who had enlisted and their dependents. The "temporary" employees, who had taken their places for the duration of the war, had gradually developed into efficient and cohesive working units, and disorganization to a certain extent ensued wherever a soldier, discharged from the army because of some minor injury, was put back at work he was still physically able to perform. This disorganization, with its probable accompaniments of strikes and general discontent, will, of course, be much more pronounced at the end of the war, if the promise to give the soldiers back their old jobs is kept. That will mean the sudden discharge of thousands of workers who have given patriotic and efficient service in the factories at home during the years of war.

To prevent a repetition of these unfortunate conditions in this country it was suggested at the

meeting mentioned above that a comprehensive scheme of relief work for those dependent upon men who enlist should be inaugurated. This might be done through co-operation between the government and a general patriotic fund, to be raised by popular subscription. In that way the burden would be shared by all, and the benefit conferred on all. The employee of a small store would be assured of as generous provision for his wife and children as the man who worked for a rich and generous corporation. The patriotic employer would not be subjected to the tremendous pecuniary drain of carrying two payrolls, while his less liberal competitor carried only one.

The suggestion has been made of late in Congress that the soldier's pay ought to be raised. In this connection, however, it is well to remember that the man actually in the service needs little money—he has few opportunities for spending. What he wants is the assurance that those dependent upon him will be well looked after.

To this end it is suggested that all sums over and above the actual salary of the soldier be paid directly to the dependents, and take the form of three allowances, viz.: the "subsistence allowance," the "separation allowance," and the "compassionate allowance." This is substantially the system now in force in Canada, and would displace altogether bounties paid by private employers to the families of their own employees.

The "subsistence allowance" would be paid by the government, and would provide for the bare necessities of existence, rent and food. This would be the same for all families, irrespective of former financial position. In determining the amount necessary for such a purpose we are fortunate in having the figures adopted by the British government, after careful investigation, as the proper allowance for British soldiers' families located in the United States. It has been calculated that \$51.68 will provide a family of two adults and three children with the bare necessities of life for a month.

The "separation allowance" and the "compassionate allowance" would be paid, not by the government, but from a national patriotic fund to be established by popular subscription. The "separation allowance" would provide small comforts and moderate luxuries for practically all the families who were being supported by the "subsistence allowance." The "compassionate allowance" would be used in the discretion of the committee to relieve special cases of want, due to sickness, sudden and great financial loss, or other causes. It has been found impossible, according to the British authorities, to ignore the standard of living to which the dependent families were accustomed before the war. Though all make sacrifices, those who have always lived on very little are better able to do so in war time than those who have previously been in more comfortable circumstances.

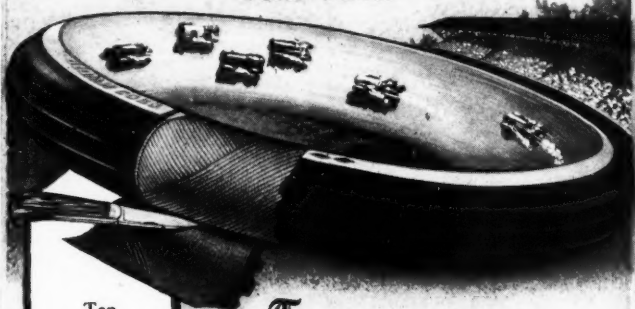
#### RED CROSS TO MANAGE FUNDS

The ramifications of this vast problem are so many and intricate that it is apparent that an efficient organization would be needed for the proper administration of the patriotic fund. The advantages of utilizing an organization already in existence are obvious, and it has been suggested that the American Red Cross might take charge of this work. That individual firms and corporations cannot adequately or economically deal with the matter was the consensus of opinion among those at the meeting, based on a consideration of some of the problems involved. There is the question of families partially, but not wholly, dependent on the earnings of men who have gone to the front; the question of widowers' children to be looked after, of deserted wives and unmarried mothers, and of persons married subsequent to the soldiers' enlistment. There is the question of families dependent upon foreign reservists who have gone to fight for our allies, of the families of men reported missing, of those engaged in the manufacture of munitions and other non-military but essential employments, of men invalided

FAIR LIST PRICES

FAIR TREATMENT

*The Trade has 400 Tires*  
*The Speedway But ONE*  
**GOODRICH**  
**SILVERTOWN**  
 CORD TIRES



Ten  
 Silvertown  
 Cord X-cels

1. Increased engine power.
2. Smoother riding.
3. Fuel saving.
4. Speedier.
5. Coast farther.
6. Start quicker.
7. Easier to guide.
8. Give greater mileage.
9. More resistive against puncture.
10. Repaired easily and permanently.

**T**HOUGH rubber making has given birth to more than 400 brands of automobile tires, the racing season of 1916 demonstrated that there is but one tire with the *resilience* to produce the 100-mile-an-hour pace and the *durability* to stand the stress of that pace—SILVERTOWN—the original and only CABLE-CORD tire.

Driving *solely* on Silvertowns, Dario Resta won the National Racing Championship of the A. A. A., the *only* championship awarded to an automobile racing driver.

And SILVERTOWN equipped cars scored 15,582 points toward the trophy to 7,176 by all Silvertown's competitors combined.

Know Silvertown by its *Red Double-Diamond* trade-mark—the tire you can not afford to be without.

Where You See This Sign  
 Goodrich Tires are Stocked

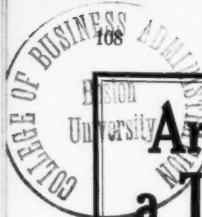


Ask Your Dealer for Them

**THE B. F. GOODRICH RUBBER CO.**  
 AKRON, OHIO

Also maker of the famous fabric tires  
 Goodrich Black Safety Treads

"SILVERTOWNS MAKE ALL CARS HIGH-GRADE"



# Are You a Thinker

The future of business, home, and country is in the keeping of the **thinkers**.

Clear thinking, in turn, depends upon a thorough understanding of the problems of the day, gained through intelligent reading.

To **thinkers**, The Nation is a valuable aid each week—with its unbiased, carefully weighed editorials—its reviews of current events—and its association with the broader intellects in finance, literature, drama.

There are many publications — but The Nation fulfills its **own** function.

## Read The Nation

\$4 a year      10c a copy

### THE NATION

22 Vesey Street, New York

Send The Nation to me each week on four months' experimental subscription at \$1.00.

Name.....

Address.....

**4 MONTHS \$1**

home and able to do a little work, but not much, etc., etc.

The work of relief, it is believed, will be very much simplified and limited in its scope if selective conscription is adopted. Married men and others with dependents would be exempted, with a corresponding decrease in the number of families at home needing relief. Of course a similar result would be attained under the volunteer system if such recruits were refused enlistment. As a matter of fact, however, in the eagerness to secure men a fine, upstanding fellow is liable to get through under the volunteer system, even if he's married. When conscription removes all anxiety as to whether enough men will be obtained, a stricter watch can be kept against enlisting those with dependents. Stupendous sums would be necessary to care for the families of the men in an army of two million, even if only one man in five were married. Four hundred thousand families at \$51.68 a month would mean \$20,672,000 a month for the bare necessities alone. The magnitude of the relief problem in England, as well as considerable disorganization in industry, has been largely due to the indiscriminate acceptance of volunteers in the early days of the war.

In conclusion, it may be said that the relief plan outlined above has been adopted in Canada, as a result of lessons learned in the hard school of experience. The national patriotic fund raised there by popular subscription amounted to \$19,000,000 in 1916, and \$14,000,000 have already been pledged during the first three months of the present year.

### Elected Directors of Frank Seaman, Inc.

Frank A. Arnold and Julian Seaman were elected directors of Frank Seaman, Inc., New York, at the annual meeting held recently.

### No Substitute Would Do

Kidder: I want a cake of soap.  
Miss Pert: What kind, Grandpa?  
Kidder: No, Sweetheart.—Packer's Bulletin.

is  
your  
name  
here?

364  
advertisers  
used  
303  $\frac{3}{4}$  pages  
of advertising  
in the

World Wide Educational Number of the

## DRY GOODS ECONOMIST

which was issued on April 7th.

The demand for extra copies of this record-breaking issue of "America's Foremost Business Paper" necessitated a printing order of

### 20,000 Copies

This vast volume of business in the dry goods publication that has the *largest advertising rate per page* is final and convincing testimony to the selling power of "America's Foremost Business Paper."

## DRY GOODS ECONOMIST

General Offices 231 West 39th Street, New York

Branches in Boston, Philadelphia, Chicago, Cleveland, St. Louis, San Francisco, London and Paris.

# Spokesman for Fair Trade League Replies to "Big Advertiser"

Lawyer Passes in Review the Assertions Made in a Recent Article in  
PRINTERS' INK

THE following communication from W. H. C. Clarke, a New York lawyer, was written at the request of a prominent member of the Fair Trade League. The article to which it is an answer was published in PRINTERS' INK for February 1 and was entitled, "Big National Advertiser Claims That Price-Cutting Helps Sell His Goods."

Our readers will recall that the contributor of that article was convinced that vigorous advertising rather than the Stephens Bill was the remedy for many of the ailments of which the American Fair Trade League complains. His experiences had shown him, he explained, that he could sell his goods successfully through strong and consistent advertising even without the aid of salesmen. His idea was that with the right copy and the right mediums and a strong appropriation, the selling would take care of itself. "The manufacturers," he said, "who are urging this bill, are simply confessing that their advertising is inefficient and ineffectual. . . . They don't need legislation; what they need is a new advertising policy, a new copy appeal, or an appropriation big enough for the job."

He went on to say that he welcomed the added advertising which was his when dealers cut the price. With his vigorous advertising he did not fear that many dealers would throw out his line, even though they are price-cutters. He said that an advertiser cannot buy the co-operation of the small dealer merely by maintaining prices.

PRINTERS' INK takes pleasure in giving space to Mr. Clarke's communication upon a subject which is so keenly debated as this question of price standardization and all aspects of which it has believed should be thoroughly canvassed.

*Editor of PRINTERS' INK:*

The Arab has a prayer to Allah to send him an enemy. The Arab is wise in his way. He realizes that friends often lull him into fat softness and ease. It is the enemies that make him hot under the collar and stir up his energies and keep him awake at night, thinking out plots and counter plots.

It is even so in my case with PRINTERS' INK. Those articles with which I agree, I run over benignly and then put them aside to be covered with dust; but those with which I disagree worry me like Job with his boils. They simply will not be put away.

It is for this reason that I have kept by me your issue of February 1, with the article entitled "Big National Advertiser Claims That Price-Cutting Helps Sell His Goods." This article has stirred my ire to the extent of reading it about seven times. My family has been positively worried about my amiability, and so far I have not explained to them that I am putting my ill humor "all into one."

I sometimes wonder whether the injunction, to "love your enemies," may not have had its inception at least in the fondness which we develop for those who stir us up and make us fizz like seidlitz powders.

I have developed something of this feeling for the unknown "Big National Advertiser." He riles one so much that it is difficult to contemplate him as anything else than a likeable cuss.

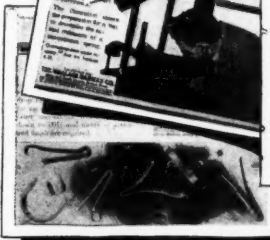
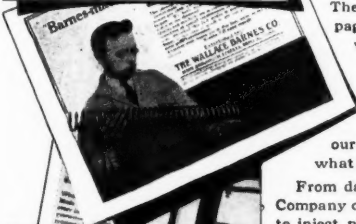
IS ADVERTISING A PANACEA?

It must be a wonderful thing to be able to reduce life and commerce to such simple terms as Big National Advertiser has done. In about six places he repeats that "it is all in the advertising." With advertising you can luxuriously insult the trade and they

# Creating Sales

By

## Co-operative Advertising



SIX months after their first advertisement had appeared in *The Iron Age*, the Wallace Barnes Company, of Bristol, Conn., knew definitely that their advertising was paying,—big.

This company has now used *The Iron Age* for a long period of years. They began with small space, eighth pages, but now use half pages every week.

Although *The Iron Age* proved its sales power to the Wallace Barnes Company in less than six months, the co-operation of our Sales Promotion Department is what impressed them most strongly.

From data given by the Wallace Barnes Company our advertising experts were able to inject personality into the printed sales message that benefited the advertiser not only in dollars and cents—but sales actually produced—but gained prestige for them throughout this great buying industry.

If your product is one that can *logically* be advertised in *The Iron Age*, we stand ready to demonstrate that it can *profitably* be advertised in *The Iron Age*.

**THE IRON AGE**  
279 W. 39<sup>th</sup> St.,  
NEW YORK CITY  
MEMBER OF THE A. B. C.



# To Advertising Agencies

The National Outdoor Advertising Bureau is a corporation, formed in December, 1915, under the laws of the State of New York.

Membership in this corporation is confined to advertising agencies of recognized standing.

Its members (listed below) will receive applications for membership from other advertising agencies that desire first-class facilities, now or in the future, for the placing of outdoor advertising in behalf of their clients.

The Bureau is transacting a steadily increasing business with marked satisfaction to its members.

It offers expert counsel, responsible service and broad facilities.

## National Outdoor Advertising Bureau

(Incorporated)

Fifth Avenue Building, 200 Fifth Ave., New York

### MEMBERS

George Batten Company.....New York  
Blackman-Ross Co.....New York  
Chas. Blum Adv. Corporation....Philadelphia  
Calkins & Holden, Inc., New York  
Corman Cheltenham Co., Inc.,  
.....New York  
The Erickson Co.....New York  
The Richard A. Foley Advertising  
Agency.....Philadelphia  
Fuller & Smith.....Cleveland  
Hoyt's Service, Inc.....New York  
Martin V. Kelley Co....New York  
H. E. Lisan Adv. Agency.,  
Inc.....New York

Lyddon & Hanford Co.....Rochester, N. Y.  
H. K. McCann Co.....New York  
Eugene McGuckin Co.....Philadelphia  
Nichols-Pinn Adv. Co....Chicago  
Frank Presbrey Co.....New York  
Frank Seaman, Inc.....New York  
Sherman & Bryan, Inc.....  
.....New York  
Stewart-Davis Adv. Agency....  
.....Chicago  
Taylor-Critchfield-Clague Co...  
.....Chicago  
J. Walter Thompson Co.....  
.....New York  
The Van Cleave Co.....New York





must still carry your goods; with advertising you can make a woman "go six blocks out of her way" to secure your goods; with advertising you can fire your salesmen and run along without them for years; with advertising you can ignore the jobbers, make no concessions for window displays, local advertising, "or anything else"; with advertising you can demand "cash with order"; with advertising you "do not care if a concern is rated at a million dollars, it must live up to the same terms which are accorded to anybody else"; with advertising you "play no favorites and make no concessions"; with advertising "what choice has the trade but to supply" your goods? Answer, "none whatever." I repeat, that it must be very joyous to be able to reduce life and commerce to such simple terms. I wonder why any of us work when by advertising we can make the consumer support us in ease, irrespective of the attitude of either the trade or the buyers. There appears to be an idea in Congress that advertising is a form of commercial hypnotism by which the consumer, like some docile Trilby, is made to sing, weep, dance, roll over and play dead, and buy goods endlessly, and pay without protest for the privilege of being thus manipulated.

Big Advertiser's testimony certainly supports this view. If I did not have his own statement about the length of time he had been in business, I should suppose that he was a commercial débutante—a pretty and spoiled girl. His description of how he makes the trade and the public jump through his hoops, is certainly reminiscent of the girl who is so loaded down with proposals and invitations that she simply cannot understand how there are any unmarried women in the world. Big Advertiser appears to believe that because he can make million-dollar concerns send in "cash with order," there is no reason why every manufacturer should not put all of his quality and energy into his advertising and tell the trade and the consumers where they get off. One



## Cultivate Canada

Ask us How

**We are on the spot  
and know conditions**

**SMITH  
DENNE  
&  
MOORE**  
LIMITED

**General  
Advertising  
Agents**

**Lumsden Bldg.  
TORONTO.**

*Branches at New York,  
London, Paris.*



## An Advertising Manager in Embryo

We want a young man known and experienced in the New York field. He must be alive, awake. He must have demonstrated his ability to sell space in publications of the highest type, where character and quality of circulation out-weigh mere quantity.

He must be broad of vision — a thinker — a real salesman. Most important, he must be capable of ultimate development into the responsible head of his department in a young and successful magazine of the highest quality and standard.

If you are the type of man we want, your first letter will sell your services to us. Address "E. C.," Box 276, c/o Printers' Ink.

might suppose that even Big National Advertiser might realize that while there are some products that are "bought," there are others that really have to be sold, and that the latter in many ways are just as useful to the public as the former.

### PRELIMINARY TO SUCCESSFUL MARKETING

Until I read Big Advertiser's article, I had assumed that the successful marketing of a national product was dependent on a number of elements and considerations. First, the product must possess the quality of satisfying a demand; second, it must be known so that people would not have to be clairvoyant to detect its existence; third, it must be accessible, so that the impulse to buy it can be gratified at least on the same day that it occurs.

Big Advertiser tells me, in effect, that the matter is much simpler than I have supposed. None of these things are essential. He does not mention quality; he does not mention accessibility; he infers from his insistence on advertising that there is no objection to having the product known.

Big Advertiser says that if his business began to drop off he would not go to the factory to see whether there was anything the matter with the quality. Once in three months is apparently sufficient to convince him that the factory is still there. He would not even go whining down to Washington in support of the Stephens Bill. He would not go to the trade to find the trouble. As to the consumer, he would not even give her a thought. All that he would do would be to overhaul his advertising policy, double his advertising investment and probably amputate a few pet notions about copy.

It is all so simple that I wonder why I work for a living.

No wonder Big Advertiser thinks the supporters of the Stephens Bill are inefficient. Now that he calls my attention to the fact, I am amazed that I did not sooner see the inefficiency of men who waste any time considering the quality of their goods or the

## Printed forms that are recognized at sight

save time and prevent trouble in any office.

Not only do printed forms facilitate the execution of office work, but if each form is printed on paper of a distinctive color, no employee need read through a form to know what it is and where it belongs.

Its color tells what it is instantly.

It is easy and economical to make all your office, inter-office and branch forms distinctive in this manner by standardizing on Hammermill Bond.

This paper is made in 12 colors and white, in 3 finishes—which produces a smooth, a ripple and a linen surface—and in all standard weights.

Hammermill Bond is good paper, it is tough and durable, it can be obtained quickly by your printer, and it is quite inexpensive.

Let us send you our free portfolio, "The Signal System," which will show you how you can use Hammermill Bond to advantage in *your* office. You will find many of your problems solved in this book, and solved so you can see the colors and feel the quality of the paper. Even the type is suggested.

**HAMMERMILL PAPER COMPANY, Erie, Pennsylvania**

*Look for this Watermark—it is our word of honor to the public*

# HAMMERMILL BOND

**"THE UTILITY BUSINESS PAPER"**

*We have added an*

# Electrotype Plant

to our modern night and day stereotyping and matrix-making equipment, and are now prepared to give the best of work and service in all branches.

We are specially prepared to handle advertising agency work, including the shipping of both matrices and plates.

All we require in work of this kind is one type form, or a single original, and a mailing list.

## O'Flaherty's

**New York Suburban List**

225 West 39th Street

'Phone, 6875 Bryant

condition of their factory or the attitude of the trade or the state of mind of the consumer, when all that is necessary with wrong conditions is to "amputate some of my pet notions about copy" and "double my advertising investment." I immediately perceive the inefficiency of those manufacturers who waste time trying to keep their goods in the stock of the neighborhood stores, when all that is really necessary is to make the consumer "go six blocks out of her way to get it." Think of the inefficiency of the manufacturer who desires to cover the country with an appropriation of \$25,000 or \$50,000, combined with the Stephens Bill, as contrasted with the efficiency of Big Advertiser who would not bother with the Stephens Bill, but would spend four or five times that amount to accomplish the same result! Big Advertiser might well say that the ordinary manufacturer should be "ashamed of himself" for spending only \$50,000 under uniform price conditions to accomplish precisely what Big Advertiser could accomplish without any difficulty, by expending several times that amount, presumably to secure the same number of sales.

Big Advertiser says: "The manufacturer whose advertising is really efficient does not care how often the price is cut; in fact, the oftener it is cut the more advertising he gets and the more goods he sells. Furthermore, the cut price is a positive protection to him, because it helps to keep out substitution and new competition. *Provided* that the advertising is really efficient. It all comes back to that in the end."

SUGGESTS THAT "BIG ADVERTISER"  
GO TO LOGICAL END

Now, if there is anything in Big Advertiser's argument and in his self-confessed efficiency, one might suppose that under the provisions of the Stephens Bill he would prescribe a uniform price at the lowest level to which his goods had been cut, so as to secure the efficiency of the cut price everywhere. Big Advertiser says "I hug myself" every time I see my products advertised at a cut

price. Yet, according to his own argument, the stimulation in sales and the freedom from substitution only occur in those stores which are carrying the cut price. In other stores which are endeavoring to maintain the higher price there is no stimulation in sales and certainly no freedom from substitution. One might suppose that real efficiency would dictate that Big Advertiser would take advantage of such an act as the Stephens Bill, if it were passed, to secure throughout his trade the uniform efficiencies of the cut price, by prescribing a uniform price so low that there would be no room left for new competitors or for substitution or for even any profit to the retailers. Big Advertiser's idea of efficiency, as he puts it into my mind, certainly suggests that the sale of his goods would be enormously stimulated if he not only cuts out the profit of the retailers, as he suggests, but if he cuts out his own profit as well. Certainly, as an efficiency expert whose aim is to make a free gift to the consumer of the retailer's service, Big Advertiser ought to carry his efficiency one step further and make a free gift of his own service. I could safely guarantee that that would enormously stimulate his sales.

It may be that my understanding is twisted, but it seems to me that Big Advertiser's logic certainly becomes, so to speak, warped into a kink when he says:

"Now suppose for a minute that I listened to the wail of the small and inefficient dealer and attempted to maintain my fifteen-cent resale price, so that he could 'make a profit,' what would he do? He would put up a private brand substitute to sell at ten cents and he would stick my goods under the counter."

Now, considering that Big Advertiser has used his whole article to tell us that the thing of "putting his goods under the counter" is a thing that cannot be done; that though he fire his salesmen, ignore his factory, trample on his trade and make his consumers walk six blocks out of the way, his goods will still be dragged out

from under the counter by an indignant public (which reminds me of the dog, woman and walnut tree, the more you beat them, the better they be), it is somewhat difficult to understand how the fifteen-cent price will enable the retailer to palm off a substitute, or put the goods under the counter.

#### HOW STANDARDIZATION WOULD AFFECT THIS ADVERTISER

The fact of the matter is, that under a resale price statute, Big Advertiser would realize that his price is too high, and that if he is really stimulating sales and preventing substitution and discouraging competition in cut-price stores, he ought by all means to duplicate those favorable conditions in the non-cut-price stores, and he would do so by taking advantage of a resale price statute, by leveling down the exorbitant price to the proper plane in all of his retail outlets.

Big Advertiser's method of reasoning is modeled on the plan of those naturalists who reconstruct the entire skeleton of an antediluvian animal from one bone. Because Big Advertiser has an article which must be bought, so that the sole function of salesmen is to bring in orders three months ahead of the time when they would have to come in anyway, and so that not even price-cutting can cause the trade to drop them, and so that not even kicking the consumer in the face will make him stop buying them, he infers that all other manufacturers should stop wasting time bothering about the factory or about Congress or the trade or the consumer, and simply move into an advertising agency and amputate a few notions and other things and find himself on easy street.

Big Advertiser's classifications of business are as simple and all-embracing as his other ideas.

#### WOULD PREVENT SUBSTITUTION

It always seemed to me until I heard from Big Advertiser, that in addition to the distinction between those goods that had to be sold and those which the trade cursed and carried, and which the consumer berated and bought,

there was another distinction between the kind of goods whose purchase is an event and those whose purchase is a mere routine matter. For instance, I buy a postage stamp or a can of talcum or a stick of shaving soap without harassing my mind or my pocketbook; but when I come to buy a motorcar or a life insurance policy, I am not without trepidation and considerable mental filling and backing. I have always figured that price-cutting, which is simply price uncertainty, has its effect on both the routine buying and the epochal buying. It affects the routine buying, because when I ask for my favorite shaving soap, or even for Big Advertiser's fifteen-cent product, whatever it is, and find that I can only get it by walking six blocks, I am very apt to take a chance on some other product which, while it may not offer me the same amount of pleasure, is sufficiently near to relieve me of the pain of walking six blocks. In short, my routine buying is upset by price uncertainty, which prevents my favorite products from being accessible.

My epochal buying is disturbed by price uncertainty for quite a different reason. If I decide that I would like to have a certain make of motorcar or an insurance policy in a certain company, I have settled only half of my problem. After reaching that decision, if there is any uncertainty about the price, the amount involved is big enough to make me fuss around for a month or two looking for the dealer or the insurance agent who will give me the biggest cut or saving.

On the other hand, where I know that it is a crime to split commissions on insurance, or that the automobile agent is a hired man, and that hired men do not cut prices, I am perfectly easy in my mind in making my epochal purchase. As soon as I decide what car or what policy I want, my whole problem is solved, as the price is not open to debate. The previous question has been moved by law.

That is all that the inefficient manufacturers who are working for the Stephens Bill have in

April 19, 1917

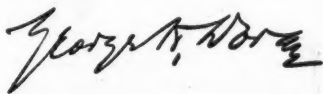
*Mr. T. B. M.—Half a dozen very busy men within a week have told me of the relaxation and enjoyment they have found in reading*

# The Adventures of Jimmie Dale

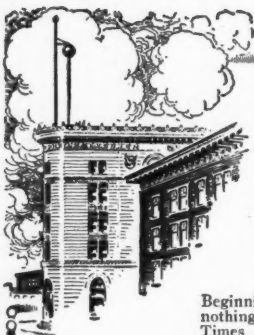
By FRANK PACKARD

*JIMMIE is perhaps as well-known as THE GREY SEAL—he is a benevolent cracksman, and a wonderful combination of Sherlock Holmes and Raffles.*

*When you want an evening off, buy a copy (\$1.35 at any booksellers). You will forget your desk and the world in general, and be exhilarated and refreshed.*



38 W. 32nd St.  
NEW YORK



## Another Timely Times Achievement

The history of The Seattle Daily and Sunday Times has been one of striking achievement.



Beginning from almost nothing, in 1896, The Times became in five years, under the late

Colonel Alden J. Blethen, the leading evening Daily in the City of Seattle.

In due time the Sunday edition was added, and in a whirl became the leading Sunday paper of the Pacific Northwest.

A premium paper in its early days, The Seattle Daily & Sunday Times got out from under the premium system eight years ago, and without premiums or circulation contests secured and has kept to this date the largest Daily and Sunday circulation in the Pacific Northwest.

For several years, The Daily and Sunday Times has carried more advertising than the other two papers of Seattle combined, and has constantly delivered to its advertisers more net paid circulation than called for by its guaranties.

In the year 1916, The Times erected and moved into its own home, a six-story, fire-proof building on Times Square, Seattle, Washington.

In February, 1917, the Daily Times was moved from a one-cent to a two-cent paper. A drop in circulation was anticipated, but it did not materialize. The Daily Times at two cents is still delivering a net paid circulation far above its guarantee to advertisers.

The Seattle Daily and Sunday Times is now a two-cent Daily and a five-cent Sunday, delivering a Daily net paid circulation of over 65,000 copies, and a Sunday net paid circulation of over 85,000 copies.

The Times has always had quantity and class. Now it has more class.

## TIMES PRINTING COMPANY OF SEATTLE

TIMES BUILDING, TIMES SQUARE

JOSEPH BLETHEN  
President

C. B. BLETHEN  
Editor-in-Chief

### NATIONAL REPRESENTATIVES:

Eastern and Central  
New York, Tribune Bldg.  
CHICAGO, Tribune Bldg.  
St. Louis, Third Natl.  
Bank Bldg.

DETROIT, Ford Bldg.  
THE S. C. BECKWITH  
SPECIAL AGENCY.

Pacific Coast  
SAN FRANCISCO,  
742 Market St.,  
R. J. BIDWELL Co.



Daily at noon The Times drops  
a time ball



mind. They know that the wide distribution of postage stamps is based on Uncle Sam's uniform price statutes. They know that the Supreme Court stopped price demoralization in railway tickets. They know that most of the States have prevented price demoralization in insurance, and they ask for the same form of price stabilization in other forms of special or branded products.

And, believe me, if the Stephens Bill is ever enacted, Big Advertiser will realize that on February 1, 1917, he was talking through his hat, and that instead of having the advantages of a low enough price to prevent substitution and to shut out new competition and to stimulate sales in only a few price-cutting stores, he would be foolish not to lower his price to the same level in all of his stores, so that these good things would not be thrust upon him merely in spots, but would be given to him in all of his trade territory.

W. H. CRICHTON CLARKE.

### Standard Rate Card Adopted

The rate card committees of the Technical Publicity Association, and the Associated Business Papers, appointed at the annual meetings of those organizations and which have been working together for several months, have agreed upon a form of rate card which it is hoped will be adopted by the members individually. Heretofore rate cards have differed in size and in the methods of presenting information. The committee recommends a uniform-sized card, 3x5 inches, of special stock, which shall contain information as follows:

Name of paper, where published, issue dated, forms close, size type page, size full page, width column, subscription rate, most important element in subscription list (field of publication), service department (have or have not) (charge for service), miscellaneous information (such specific mechanical data about publication as are not covered elsewhere), rates for all spaces and locations, rates for color. Do front covers apply as space on regular yearly contracts or do they constitute separate contracts?

Specimens of the card can be obtained from Jesse H. Neal, secretary of the Associated Business Papers, 220 West 42d St., New York.

Trumbull White, formerly managing editor of *Everybody's Magazine*, and Frank Parker Stockbridge, formerly managing editor of the *New York Evening Mail*, have organized the Investors' Public Service, Inc., New York.

## Do You Know Retail Selling?

There is a genuine class A opportunity with one of our clients for a young man who really understands the art of selling goods over the counter, and who is able to tell what he knows in clear and vivid English.

Incidentally, he must be a *thinker*. We are not looking primarily for a clever salesman; still less are we looking for a fluent word juggler. The man we do want has studied salesmanship and store management until he thoroughly knows their sound principles. He is well acquainted at first hand, also, with the mental make-up of the retailer and his clerks. He must write so interestingly that he can hold the attention of these clerks. It is desirable that he should have had experience in more than one line of retail trade. The man we are looking for will be willing to work at the start under supervision for a salary of about \$1,800. Our hope is that the supervision can shortly be withdrawn and that he will make a big job for himself. There is plenty of room to exercise all the initiative and ability he possesses.

If your reply appeals to us, we shall be glad to tell you all about the position and to arrange for an interview with our client. Give full details as to your experience and education, and, if possible, submit samples of your written work. Only applications by letter will be considered.

**Ruthrauff & Ryan**  
Inc.

404 4th Ave., New York City



## I Had An Idea,

the desire for work and unlimited confidence in myself —but

No financial support nor moral backing.

After six months' search I found a group of men that I am proud to be associated with; that said: "We'll take just as much chance as you take; how much confidence have you?" My answer was to go to work. I had no assurance of anything except support; nor did I ask for more—not even a drawing account. This was four months ago. I received the support I needed, and more. Now my earnings are well over five thousand a year and rapidly increasing.

### Now—

the company needs another man with ideas—with a tremendous capacity for work—with a love for his work and a determination to make good. He's willing to take the same chances I took.

### He Should Know

how to create and sell printing; how to lay out rough sketches, and in fact, the rudiments of the business, which would be necessary to conduct his own plant, for that's what the place needs.

The present equipment is sufficient to produce \$150,000.00 worth of commercial printing per year. Additional equipment will be obtained just as soon as the "big boss" is "shown" something.

I am inserting this without consulting the "chief" because I see the need for such a man and a real opportunity for him.

If you think you are the man and have the necessary confidence in yourself write me in confidence—I'll arrange an interview.

D. A. S., Box 271, Printers' Ink.



## Persistent Follow-up Lowers Cost of Selling

Business Paper Advertiser Writes Nine Times to Inquirer Before Landing the Order, But the One Sale Amounted to \$8,000—T. P. A. Discusses Direct Advertising and High Selling Cost

CUTTING the high cost of selling by direct advertising was the question at the semi-final meeting of the Technical Publicity Association, Inc., held Thursday, April 12, at the New York Advertising Club. The speakers were W. D. Lindsey, assistant advertising manager of the Western Electric Company, Edward H. Schulze, and C. R. Lippmann.

Mr. Schulze gave a specific instance of an investigation into the follow-up methods employed by some concerns to which inquiries have been addressed. There were twenty-eight firms in the market for \$660,000 worth of equipment, and over a period of six months they sent out 404 separate inquiries in answer to business-paper advertisements. Of these 404 only 374 responded. The inquiries called for particulars, and yet only 258 sent any printed matter in answer to this specific request. Of these 374, again, eighty-four, or twenty-three per cent, followed up with a second letter, and only thirty-two with a third. Just one followed up with nine letters, and he ultimately made a sale amounting to \$8,000. Only forty-two followed up by personal call.

"That seems to me to answer the problem of the high cost of selling," said the speaker. "At this time it means a great deal whether a man spends \$10 to make sales or \$5. If a man is sufficiently interested to inquire, his inquiry should be carefully treasured and followed up.

"Another thing: a lot of firms send out their salesmen without any letter work at all. If Jones out in Illinois closes a particularly hard sale, his way of doing it ought to be sent out in a letter to Smith in Georgia.

*Speaking of*  
**smoking sensibly —**

**W**ITH all their good taste, Fatimas would not be a sensible smoke if they weren't comfortable.

In other words, Fatimas would not be sensible if they ever bothered your throat or tongue; or if they didn't leave you feeling all right even after smoking more than usual.

Fatima Cigarettes never disturb. They can't. The milder tobaccos in their Turkish blend are in such perfect balance with the richer, fuller-flavored leaves as to off-set entirely all undue heaviness — the cause of over-richness found in so many other cigarettes.

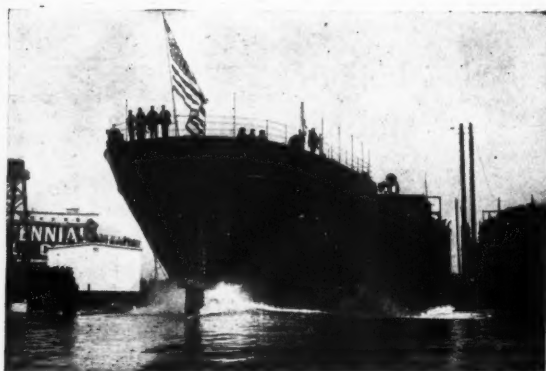
You'll realize this with your first package of Fatimas.

*Liggett & Myers Tobacco Co.*

**FATIMA**  
*A Sensible Cigarette*



**20 for 15¢**



## DO YOU SELL ANY- THING FOR SHIPS?

If you do now is the time to talk to shipbuilders and ship owners.

The United States leads the world in shipbuilding. New shipyards are rapidly being created to meet the demand for vessels of every class.

## MARINE ENGINEERING

has guided shipbuilders and ship owners for over 20 years and is read to-day more carefully than ever before by the men of purchasing power in the Marine Field.

## MARINE ENGINEERING

will carry your message to the men you want to reach at a cost so low as to surprise you. *Send for a sample copy.*

## ALDRICH PUBLISHING COMPANY

*Printing Crafts Building*  
461 EIGHTH AVENUE, NEW YORK CITY

Member 448 A. B. C.

"Another use for letters is to keep in touch with customers. Often a firm will sell a man and then forget about it. By regular use of letters you can sometimes detect a grouch or complaint, and remedy it. And letters can be used to bring back dissatisfied customers."

Mr. Lippmann, taking up first the limitations of a house-organ, said that it does not produce quick results, and is not to be considered in the case of one impatient for quick reactions.

"It is one of the least understood forms of advertising," he said, "because its aims are not always clearly defined. In conducting a house-organ hew close to the line and don't make it a miniature trade paper. It should pivot around the house's policies."

"Another limitation is that of time, and if a man hasn't any idea how quickly the months can roll by, I would suggest that he try to produce a house-organ. Again, a house-organ runs into money, but that doesn't have to be so. The Burroughs Adding Machine Company have used a blotter as a house-organ."

"There are house-organs reaching anywhere from 20,000 employees to 100. One of the objects is to stimulate salesmen. I know one firm with sales agents all over the country, some of whom have never seen the home office. This house has an edition of one hundred, and says that its organ impresses its agents with the conviction that it is a substantial concern. And while we're talking about reducing the cost of selling, the house-organ in many cases is doing this by increasing the selling efficiency of both dealers and their clerks."

Mr. Lindsey's paper dealt with systems, methods and forms employed in direct advertising. He said in part:

"It appears to be a standard practice in large concerns having a number of branch offices to do circularization work from headquarters. This obviously has the advantage of centralizing and minimizing the expenses involved because it does away with the transportation charges of ship-

ment from headquarters to the branch houses. There are some concerns, however, that do not do any circularization work from headquarters, but they prepare the printed matter and ship in bulk to each branch house. The mailing chains are maintained at the branch houses for ease in corrections according to salesmen's reports. The plan to be used depends upon the character of the organization. If the salesmen's reports and customers' cards are kept at the branch houses, then it appears to be advisable to have the mailing chains at the branches also.

"Another phase of this question is that the mailing cards can be distributed more seasonably. For example, a concern making a patented roofing for factories might have a mailing folder prepared showing the fire and spark-resisting qualities of its material, shipping these out to branch houses to be mailed to all industrial plants the morning after a big fire in any of the districts."

The association elected officers for the coming year as follows: President, Charles A. Hirschberg, Ingersoll-Rand Company; first vice-president, W. D. Lindsey, Western Electric Company; second vice-president, W. H. Easton, Westinghouse Electrical Manufacturing Company; secretary, H. J. Downes, American Locomotive Company; treasurer, H. M. Davis, Sprague Electric Works; executive committee: Eliot Reid, Westinghouse Lamp Company, and Robert P. Kehoe, De Lavergne Machine Company.

### Maurice Needham Makes Change in Chicago

Maurice Needham, formerly advertising manager of the Nash Motors Company of Kenosha, Wis., and more recently general manager of the Bailey Non-Stall Differential Corporation, of Chicago, has resigned to become associated with the Barrett-Cravens Company, in the latter city, maker of automobile equipment.

W. T. Pickering has joined the service department of the Dallas, Tex., office of the Southwestern Advertising Company, Oklahoma City. He was formerly with the Brown & Sharpe Mfg. Co., of Providence, R. I., and later with the Raymond & Whitcomb Co., Boston.

# Congressional Talk of Taxing Advertising

Features of Revenue Producing Proposals Which May Touch Advertisers Closely

*Special Washington Correspondence*

THERE has been some talk among Congressmen in Washington this week regarding the possibility of taxing advertising in some of its forms as one of the means of meeting the extraordinary expenses of the war. However, the suggestion has not been discussed as seriously or as extensively as might be supposed by readers of some of the newspaper dispatches sent from Washington. Furthermore, such mention of the subject as has been made has come merely as the personal suggestions of individual Congressmen casting about, almost feverishly, for possible new sources of Federal revenue that will not provoke too serious resentment on the part of the general public.

The Ways and Means Committee of the House of Representatives, which originates revenue-producing legislation, such as the proposed new tax bill, has as yet taken no action on the advertising proposition. It may be added, however, for what slight significance it has, if any, that several of the Congressmen who have suggested advertising as a Governmental income producer are members of this committee. However, even these few Congressmen have made no suggestion to tax display advertising in newspapers and magazines, as has been reported in the daily press. All that has been done was to point to street car and poster advertising as a possible object of taxation, either on a weekly basis or for the life of the card or poster.

Secretary of the Treasury McAdoo, in the communication he sent to the Ways and Means Committee on Monday, April 16, suggesting various possible means of raising additional revenue, with estimates of the sums that might be raised from each new or revived form of taxation, made no

mention whatever of advertising. The Committee began on Tuesday, the 17th, a series of sessions during which it will be determined which of the Secretary's recommendations will be adopted and what suggestions from the outside will be incorporated. Present indications are that it will be fully two weeks before the completed taxation measure will be ready to be reported to the House and until that time it will be impossible to state definitely what decision has been reached with respect to advertising, although the present indications are all against any direct taxation of advertising.

## ADVERTISED COMMODITIES WILL PROBABLY BE AFFECTED

Even though advertising escape taxation direct, however, there is a possibility that some of the new levies may affect advertising policies via the increased prices of some advertised articles that seem certain to ensue, with the possible sequel of curtailed consumption. Among the more or less extensively advertised articles suggested for taxation by the Secretary of the Treasury there may be mentioned sugar, refined petroleum in all its varied forms, cigars, cigarettes, smoking and chewing tobacco, automobiles, trucks, motorcycles, graphophones and other musical instruments and sound records, soft drinks, liquors, cocoa, chocolate, etc. Advertising men will be able to speculate on the effect of the proposed taxes which, as recommended, would be more than nominal in many instances, for instance, the levy of one cent a pound on sugar, and the doubling of the rates on cigars, cigarettes, etc.

First-hand information coming to PRINTERS' INK from members of the Ways and Means Committee is to the effect that an effort will be made to have an increase

# The Sun

*Member Audit Bureau of Circulations.*

## *Notice Advertisers Advertising Agents*

# A Gain of 64,350 Lines

of advertising for March, 1917, is the result of a New Force in New York City compelling the revision of advertising schedules.

## **The Sun**

Always a Great Newspaper, with inherent Selling Power, has more than doubled its circulation the past year.

**March 31st, 1916..... 68,309**

**March 31st, 1917..... 150,139**

Average net paid daily and Sunday for six months

## **Gain in Circulation 81,830**

# WOODWARDS INCORPORATED

Merchandising Counsel  
Advertising



R. L. WHITTON • President  
900 South Michigan Avenue • Chicago

## *An Established Selling Organization—for Hire*

A large foreign (neutral) manufacturing concern, with New York and Chicago branches and covering the United States, will handle the entire marketing of several high-grade specialty products of merit, which can be sold to the grocery, drug or confectionery trade. Is at present unable to bring its own goods to this country freely because of war conditions, but is desirous of maintaining its existing sales and office organization. Has thousands of current customers in the lines mentioned, throughout the United States. Can employ its own capital in the exploitation work and make permanent any present arrangement, even after importing conditions become normal. In answering, give fullest particulars, which will be treated in strict confidence.

"A. E.," Box 277, care of Printers' Ink.



in the postal rate on second-class mail incorporated in the new tax bill. Instead, however, of the proposal that was defeated in the last Congress after spirited debate the revised plan contemplates that the increase shall all be borne by the advertising sections of newspapers and periodicals while the reading matter will continue to be carried at one cent per pound. The argument is to be made that Uncle Sam will continue his traditional bounty in the interest of the dissemination of knowledge and will merely ask a higher carrying charge of publishers for the "merchandise," in the form of advertising, which they deposit in the mails.

As the advertising section of each publication is to be regarded as "merchandise" the advocates of this scheme would have it charged the merchandise rate—namely the regular Parcel Post rate according to the zone system. This plan of assessing postage would, it is urged, "make it easy," for the postmasters and the Congressmen who have evolved this plan will advise the Ways and Means Committee that Uncle Sam will not be burdened with the extra bookkeeping that might seem to be necessitated. Instead the publishers will be required to figure up what proportion of each issue is reading matter and what portion is advertising and to proffer at the office of mailing, postage payment duly computed at the zone rates in accordance with the apportionment of weight between "literature" and "merchandise."

### To Prevent Misuse of Goods Sent on Approval

The A. Kimball Company, New York, maker of price tickets, advertises in trade papers that it makes a ticket which is attached, sealed, in a prominent place on hats or garments, so that they cannot be worn publicly without breaking the seal.

"The 'Security' Ticket," asserts the copy, "is the first and only practical method of preventing the return of garments and hats that have been worn. The 'Security' is saving many merchants thousands of dollars each season. It is enforcing 'fair play' on the part of the merchant towards the great majority of his customers and on the part of customers towards the merchant."



### PRINTED SALESMEN

Create a buying attitude—then sell.

If your present advertising is not doing this, it is not doing its duty.

*Established more than fifty years. The largest high grade printers in the world*

*The Lakeside Press*

**R. R. Donnelley & Sons Co.**

Chicago, U. S. A.

## A Circulation Man

with qualities fitting  
him to work into the

### Business Managership

and to become assistant publisher of a new specialized monthly magazine in a unique field of broad, popular promise, is wanted. Experience of a kind that has not injured mental flexibility for adapting work to new and particularly interesting problems is required; also ability to write circulation-selling letters of dignity and force; power to sense the feeling of a new public and the effect of an editorial policy. A young man wanted, college man preferred. Send a long detailed letter on ability and record, to "A. C." Box 274, % Printers' Ink



Home of Thos. Bennett, breeder of Duroc-Jersey swine, Vermillion Co., Ill. The Gazette has been a weekly visitor to this home, by invitation, for more than 20 years.

## The Breeder's Gazette

CARRIED MORE ADVERTISING IN 1916  
THAN ANY OTHER FARM PAPER.

REGULAR MAILINGS OF THE GAZETTE FOR  
1917 HAVE BEEN AS FOLLOWS:

Jan. 4.....	88,123	Feb. 1.....	97,058
11.....	90,584	8.....	97,632
18.....	91,467	15.....	98,134
25.....	94,470	22.....	98,173
March 1.....			98,208
8.....			99,131
15.....			98,127
22.....			98,195
29.....			99,122
Total.....			1,248,424
Average.....			96,032
Less mailed to advertisers and agencies, agricultural colleges, exchanges, etc.....			2,495
Total net paid.....			93,537

Sample copies not included in this statement. We have no "inside" or special rates for either subscriptions or advertising. No premiums, only the general excellence of The Gazette itself is offered to induce renewals, yet out of a total of 43,382 orders received during the last six months of 1916, 30,061, or 69.3 percent, were renewals, and 10,000 orders were in our office not entered on our books Jan. 1, 1917.

We only count as renewals such orders as reach us within two months or less of date of expiration.

Advertising 70c. a line, flat. For further particulars please address

## THE BREEDER'S GAZETTE

Established 1881 "The Farmer's Greatest Paper" Published Every Thursday  
Sanders Publishing Co. 142 South Dearborn St.  
CHICAGO, U. S. A.

Member Audit Bureau of Circulations.



George W. Herbert, Inc.,  
Western Representative,  
111 W. Washington St.,  
Chicago, Ill.

Wallace C. Richardson, Inc.,  
Eastern Representative,  
331 Fourth Ave.,  
New York City.

## When Raw Material Fails, Advertising Wins Place for Substitute

(Continued from page 8)

field who have leather problems to submit their troubles to the Fabrikoid company. Incidentally, many of the things now made of Fabrikoid are listed.

All through the initial stages of the campaign, the company was advertising on faith. The demand for leather was so deep-rooted and there was such an entrenched prejudice against substitutes that only a manufacturer who had a clear vision of the ultimate outcome would have had the courage to persist. Gradually, however, the advertising overcame the difficulties in the way. Even before the war, satisfactory progress was being made. The war, of course, increased the company's opportunity by removing the resistance that had to be met. Then, too, the cumulative effect of the advertising began to tell.

The advertising appears in a good-sized list of magazines and in the journals reaching the industries where the product is used. The message is changed in each case to suit the trade addressed. For example, publications reaching the hat field are used to tell the trade about Fabrikoid as sweatbands. Similarly, furniture journals are employed to tell how the product is used in upholstering divans, chairs, etc. The employment of the trade papers is an essential part of the campaign, for it must be remembered, as Mr. Lord says, that one of the difficulties in the way of the company's merchandising is that the dealer is afraid to offer anything that he cannot call "genuine leather."

The research work of the company is an interesting part of the story. Experiments are constantly held with a view to adapting the product to a greater variety of uses. Starting out as an upholstery material, dozens of things are now made of it.

Fabrikoid is, of course, only one of the several substitutes that



# Over Twenty Years of Successful Work for National Advertisers

has made it possible for John Lee Mahin to write his widely commended books on the problems of advertising and selling. The knowledge acquired from his broad experience in the advertising field he has put into two books which he offers to American business men in the belief that they will be of real dollars and cents value to everyone who manufactures or sells merchandise.

## ADVERTISING Selling the Consumer

### Some of the Chapter Headings

How Markets Benefit Both Consumer and Producer  
Advertising is Selling the Group  
Advertising Mediums  
The Tools of Advertising  
Building and Testing an Advertisement  
What the Manufacturer Owes the Consumer  
Application of the Five Fundamental Tests  
Advertising and Selling Through the Ordinary Channels of Trade  
How the Middleman Serves the Consumer  
Retail Advertising Making Good  
Price Maintenance  
Cooperation Between Salesman and Advertising  
Advertising Opportunities  
The Advertising Manager  
The Advertising Solicitor  
Mail Order Advertising  
Trademarks  
Prestige Building Advertising  
Can the Commercial Value of Goodwill be Accurately Appraised?  
The Advertising Agency

## MAHIN'S Advertising Book

### Partial List of Contents

Magazines, Newspaper and Bill-Posting Rates  
Automobiles by States  
Dealers by Lines and States  
Engraving Data  
Family Incomes and Expenditures  
Wages  
Paper Sizes—Weights and Qualities  
Painted Sign Data  
Parcel Post Data  
Population by Occupation, Religion, Age, Color and Nativity  
Postage Rates and Rules  
Poster Data  
Proof Readers' Marks  
Street Car Data  
Type Faces  
Trademarks, Copyrights, etc.  
Wealth, Production, and Distribution in the United States for 1915  
Words to Square Inch of Different Body Types, etc.

260 pages. Legibly printed on high quality Bible Paper Stock, bound in black leather, gold stamped. Vest Pocket size, 5½ inches by 2½. \$2.00

## SPECIAL FREE INSPECTION OFFER

Both books are practical. I use them in my every-day work of directing national advertising campaigns. You want these books if they can help you. Simply tear out this page, write your name and address on the margin. The books will go to you post-paid. At the end of five days you send me \$4.00 or you return the books. How could I make a fairer offer?

6 East 39th Street

New York City

# Here's the Winning Ticket for the South!

## ALABAMA

Birmingham Age-Herald  
Birmingham Ledger  
Birmingham News  
Gadsden Journal  
Mobile Register  
Montgomery Advertiser  
Montgomery Journal

## ARKANSAS

Little Rock Arkansas Democrat

## FLORIDA

Jacksonville Florida Times Union

## GEORGIA

Albany Herald  
Atlanta Constitution  
Atlanta Georgian-American  
Atlanta Journal  
Augusta Chronicle  
Augusta Herald  
Brunswick News  
Macon News  
Macon Telegraph  
Savannah Morning News  
Waycross Journal-Herald

## KENTUCKY

Louisville Courier Journal  
Louisville Herald  
Louisville Times

## NORTH CAROLINA

Asheville Citizen  
Charlotte News & Evening Chronicle  
Charlotte Observer  
Greensboro Daily News  
Raleigh Times  
Wilmington Dispatch  
Winston-Salem Twin City Sentinel

## SOUTH CAROLINA

Anderson Daily Mail  
Charleston Evening Post  
Columbia Record  
Columbia State  
Greenville News  
Spartanburg Herald

## TENNESSEE

Chattanooga News  
Chattanooga Times  
Knoxville Journal & Tribune  
Knoxville Sentinel  
Memphis Commercial Appeal  
Nashville Banner  
Nashville Tennessean & American

## TEXAS

Galveston News

## VIRGINIA

Lynchburg News

This is a selected list of Southern dailies—the leading newspapers of the South—papers you MUST use to reach the substantial white families of Dixieland.

Covering territory that is mostly out of range of big city dailies of the East and Middle West, the papers in this list have undisputed sway and there's mighty little duplication of circulation among them.

The Southern people are enjoying wonderful prosperity this year. There never has been so good a time to solicit their business.

*If you wish specific information about sales possibilities or distribution facilities, write to any of these papers. All of them are members of the Southern Newspaper Publishers' Association and will give you all possible assistance.*

[Prepared by the Messengers Advertising Agency, Atlanta, Ga.]

have been brought out. Shoes are becoming a product of the laboratory. Some of them are made almost entirely without leather. Fiber, cloth, aluminum and other materials are used in their manufacture. Fabrikoid, however, is not being offered so much for shoes as it is in other directions. It is gradually being adapted for various parts of the shoe, but in the meantime it is working its way into other industries, so as to release more and more of the best grade of leather for shoes, harness and for those other uses where it is indispensable.

The Fabrikoid Company is playing a safer hand than most of the other concerns that are marketing leather substitutes. It is establishing itself with the consumer. It is getting the buyer to accept the product for its own value and not because the real thing cannot be had. The consumer is made to appreciate the economic service that Fabrikoid is performing. In the case of many of the other substitutes, all the work of educating the consumer to the change is left to the distributors. True enough, the buyer is accepting the change, but with the feeling that all this trouble is caused by the war, and that as soon as conditions become normal goods made of real leather can be purchased once more. When that day comes Fabrikoid will be known and accepted, whereas most of the other products will not be. Furthermore, it should not be forgotten that leather is not permanently out of the running. The supply of it will probably never again be abundant, but it has a tremendous hold on the public and it will not be easily ousted from its position in the market.

The Fabrikoid Company will be prepared for that competition. With the assistance of advertising, it edged its way in before the war. By continuing its consistent advertising policy during the war, even though the resistance to its product was largely broken down by the high price and scarcity of leather, it has dug itself in behind a bulwark of consumer good will that will enable it to hold its own in the competitive days ahead.

## Why keep it a secret?

Our circulation of 75,000 at the \$125 page rate offers you \$4 a year circulation at

**\$1.66 per page  
per thousand**

Yes — ridiculously low, but we increase our rate February, 1918.

## The Atlantic Monthly

MEMBER A. B. C.

Who also publish  
The House Beautiful

New York

Chicago

Boston

## Position Wanted As Technical Sales Manager Or Assistant

Columbia University graduate School of Electrical Engineering. Shop training, with large electrical concern. Study in general business management led to position as assistant to sales manager of leading New York electrical manufacturers. Later branch office sales manager of prominent Western concern followed by appointment as special sales representative working throughout the entire United States.

Family reasons make return to New York advisable.

Desire connection as sales manager or assistant sales manager to manufacturer of machinery or supplies. Age 31.

Address "F. D.," Box 273, care Printers' Ink.

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 19, 1917

**How Not To Raise War Taxes** Business men throughout the country will watch with the deepest interest the steps taken by the government to increase its revenues to meet the cost of war. The \$5,000,000,000 bond issue will be supplemented, it may be taken for granted, by a tremendous increase in taxation. Not only will present taxes be made much greater, but several new forms of taxation—or old forms revived—will be utilized.

No one can question for an instant the willingness of business and industry to contribute their share toward paying the cost of the war; yet it is permissible to hope, without thereby seeming unpatriotic, that the government will exercise extreme care in deciding upon the new forms of taxation. If revenue is raised by placing a tax upon business *processes*, instead of business *profits*, it may easily result in a curtailment of activity which in the long run

means loss to the individual business, to the community in general, and to the government as well.

Taxation upon advertising, for example, would be of just this type. Advertising is an indication that the firm behind it is expanding—is creating new business, is trying to increase its own sales and profits, and thereby to increase the prosperity of the business community. If the government should tax advertising, it would secure by so doing a relatively unimportant immediate revenue; but it would at the same time discourage business from using advertising to create new business and new profits which are legitimately the subject of taxation. It would be the old story of killing the goose which lays the golden eggs; and PRINTERS' INK hopes that the common-sense of the able members of the Council of National Defense will come to the aid of the Federal officials in devising a fair and sound taxation system. Tax the *results* of industry as much as you like; but do not hamper the internal machinery which is vital to its continuance and growth.

## Specialty Chains as Market for Side Lines

Does the specialty chain offer much of a market to the manufacturer of a product that is foreign to its specialty? If so, what sort of outside lines are the chains interested in? These questions, always interesting to the manufacturer who is anxious for chain-store business, are particularly pertinent at this time because of the news that the United Cigar Stores Company is handling Pablo, the new temperance drink, put out by the Pabst Brewing Company. Of course, this represents no radical departure for the United. Pablo is sold not in all the company's stores, but only in those that have soda fountains, of which there are at present fifty-two, most of them in the South. Coca-Cola, Bevo and other articles usually served over a fountain, are handled in United "soda stores."

It is not generally known that this cigar chain offers a market for merchandise of this character. The United people figure that since they have the good will of a man, who came into the store to buy cigars or tobacco, it is easy to sell him something else. Hence for years such articles as candy, chewing gum, playing cards, safety razors and blades have been carried. The yearly sales on sundry goods of this sort have run up to a surprising total. For instance, it was reported that in 1913 the gum sales alone were \$300,000, and it is understood that an increase has been attained each year since.

It seems that much selling psychology enters into the merchandising of these side-lines. The soda stores, for example, are patronized mostly by men. Many men are diffident about going to a fountain and asking for a soft drink in the presence of women. They prefer to go to a man's fountain, or at least to one where the male predominates. To be sure, not all men are as bashful as this, but enough of them are to make it worth while to cater to their whims. It is well known that many men are fond of candy, and yet a clerk in any candy store will tell you that it is seldom a man will admit that he is buying sweets for himself. He usually incriminates himself by taking pains to explain that the candy is for some one else. The cigar stores get the candy patronage of many of these. Other men will not go to a store purposely to buy candy or gum, but they will pick up these articles after having bought a cigar or a package of tobacco.

This tendency of people to buy something else that appeals to them at the moment after they have been given their change, probably explains the large sales in the sundry department of the United Cigar Stores Company. Most of the business is purely incidental. One of the executives of the company said it was his opinion that if the sale of candy and gum were discontinued in the stores, it would not help other

stores competing on these articles. In other words, much of the sundry business is created by the merchandising of the United, and is not pulled away from competitors.

The organization, however, has well-defined ideas on how far it will go in the promotion of sundries. While recognizing the opportunity in side-lines, the real purpose of the stores is to sell goods for smoking. Anything that detracts from or interferes with this purpose is not favored. Sundries are not allowed to clutter up the show-case, or to become conspicuous in any part of the store. They never stand out and strive for the patron's attention. Fountains are not put in small stores. This fact, in itself, bars them from the vast majority of the locations.

Most specialty stores, whether chains or independents, sooner or later, put in some other lines. But those that are well managed, such as the United Cigar Stores, stick very close to their specialty, and always hold the side-line in a decidedly subordinate position. Within these limitations, they offer a good market to the manufacturer of outside merchandise.

**Big Business Comes From Big Thinking** "There are a whole lot of things besides national advertising that create consumer demand," is a statement made in a letter to PRINTERS' INK by a druggist in a small town in Texas. This man was prompted to take his "pen in hand" as a result of reading an article entitled "Big National Advertiser Claims that Price-Cutting Helps Sell His Goods," which appeared recently in this publication. He denies that advertising can force him to handle what he does not want to sell. He says that he carries Ingersoll watches, Parker Fountain Pens and Shumate Razors, but that "we could and would drop all three, if the mail-order houses had them at a cut price." Furthermore he contends that if he were compelled to do this, he



would have no trouble in selling other brands of watches, fountain pens or razors.

This druggist says that a few of his old customers might send off for the discontinued brands, but that would not worry him because, as he himself puts it, "my brother would not; I don't even believe my wife's second cousin would send; my family doctor would not, the man I buy my groceries from would not. The man I voted for would not; the man who wants my vote next time would not; very few of those who have known me right here for thirty years would send, and neither would all those who have befriended me or who expect a favor of me, or who have received favors at my hand."

It is quite true that there is *some* buying which advertising cannot influence. But it is much less in volume than our dealer friend believes it to be. If he is satisfied always to have a small business, then he is justified in ignoring advertising and advertised goods. He can still do business with his own family and with the members of his wife's sewing circle.

However, we would warn this druggist not to depend too much on the family physician. A doctor in a little town in Iowa was a prominent member for years of the "Trade at Home League." Then one day it was discovered that all the while he had been buying from the mail-order houses and had been having his shipments come to a nearby town, when he carted the goods home in his automobile. If we were this druggist we would be a little suspicious of our wife's second cousin. She may drop in occasionally for a postage stamp or to use the telephone, but there is nothing certain about her regular patronage. It is not safe to bank on relatives. A dry-goods and ready-to-wear dealer out in California was so busy playing checkers that he did not know that his wife had been buying all her apparel from a catalogue house in New York. And those politicians

—clever fellows that they are—who knows where they buy? The very cigars that they pass out to retailers, when bidding for votes, may have come from a mail-order concern!

Upon looking up the town from which our dealer correspondent writes, we find that it ranks high as a mail-order point. One mail-order concern to which PRINTERS' INK applied for information assures us that wherever local dealers are in this frame of mind you can depend upon it that the mail-order houses are doing a rushing business in that town.

But, to look at the matter more seriously and aside from the question of price-cutting, does not the letter from this druggist reveal a trait which explains why many business houses do not make greater progress? Isn't there too much village thinking about big problems? Are not many questions, of national importance left unanswered simply because they are viewed through cross-roads spectacles? Aren't too many men satisfied because their work has the approval of their aunt or their mother-in-law? A concern has to think and see nationally before it can begin to do business nationally. It must break home ties and strike out for the favor of the general public.

Such has been the course of all successful business builders. Milo Jones started in making sausages for his neighbors, but he wasn't content to remain a village sausage-maker. He saw a broader market and advertising brought it to him. Mrs. Kidd wasn't satisfied to sell Pin Money Pickles to her friends. Her vision of business success embraced the whole country. F. W. Woolworth could have kept the wolf from his door by garnering Lancaster nickels and dimes, but his aspirations transcended the confines of his own locality. Thus could the roll of all great manufacturers and merchants be called and it would be seen that they succeeded because they were not satisfied with the trade of the men who "wanted their vote."



## Nebraska Will "Do Her Bit"

The allied warring nations of Europe have called upon the United States to feed their peoples. Uncle Sam has turned to his great wheat, corn and oats producing States. Upon them is to fall a most important part of our burden in the world war.

Of these three so necessary crops, Nebraska is one of the biggest producers. Under pressure of her tremendous responsibilities, she will redouble her efforts this year. She will "do her bit."

Incidentally, the record crops and almost undreamed of prices during the last few years have brought great wealth to the people of Nebraska. The value of the products from her soil in 1916 was greatest, in proportion to rural population, of any State. Her combined crop valuation was exceeded by only three States.

Nebraska is very largely an agricultural State. She needs manufactured goods. Her people are not only prosperous, but progressive. They will buy what you have of merit to sell.

Tell them about your goods. Include Nebraska in your schedule. Try out a campaign in this State.

You can economically and effectively reach practically all of the people of prosperous Nebraska through:

Omaha Bee, Omaha World-Herald, Twentieth Century Farmer, Omaha; Nebraska Farmer, Lincoln; Lincoln Daily Star; Norfolk Daily News; Omaha Daily Tribune (German); Hospodar, Omaha; Hastings Tribune; Fremont Tribune; Grand Island Independent; Kearney Times; Nebraska Farm Journal, Omaha; Nebraska City News; Columbus Telegram.

## Solicitor and Copy-Writer Wanted

A live, aggressive and growing Southern newspaper, published in a vigorous city of more than 200,000 population, wants an experienced combination advertising solicitor and copy writer. Married man between 25 and 35 preferred. Must be an effective salesman, able to make attractive lay-outs and to write general newspaper copy that will sell merchandise. The position is permanent and a vigorous and ambitious man, with brains, legs and enthusiasm can develop a remunerative and attractive berth.

In answering state age, experience, salary expected, submit samples of copy, and give three references.

Address "Southern Newspaper," Box 275, care PRINTERS' INK.

## Experienced Ad-Writer

**WANTED by Advertising Agency. Excellent opportunity for man able to write forceful English and possessing imagination that can be controlled. State qualifications, experience, and present salary. "F. M." Box 275, care PRINTERS' INK.**

## National Dairy Council Changes Campaign Plan

Newspaper Advertising Has Already Started—Funds to Be Augmented by Local Subscriptions from Dairy Interests—Milk Will Be Exploited in Papers, Butter and Cheese Nationally

**C**ONSIDERABLY in advance of the time originally prescribed, the campaign of the National Dairy Council, in behalf of the dairy industry, is now under way. Instead of deferring the advertising until the appropriation of \$750,000 is completely subscribed, the Council now plans to use the amount of over \$100,000 which has already been subscribed, and to exceed the original appropriation by a plan of automatic subscription. This plan involves local subscriptions among the various dairy interests in selected cities for immediate newspaper advertising, and reserving twenty-five per cent of all local appropriations for national advertising in magazines.

Newspaper campaigns, opening with full pages, have already been put under way in Milwaukee, Detroit, Columbus, Indianapolis, St. Louis and Louisville. Campaigns are being prepared for other cities and will be launched as local dairy conditions warrant.

Under the new plan, according to Julius Kahn, who is in charge of the advertising, it is expected that general advertising will quickly gather momentum. This belief is based on the fact that local dairy interests will immediately derive benefit from the advertising in exact proportion to what they contribute. In establishing a basis for advertising investment, the Council is subscribing local appropriations amounting to approximately twenty cents per family per city. With this appropriation determined, the various local interests are to be assessed according to their individual volume of business.

Although all dairy products will be exploited, the newspaper campaigns will be used to feature some products while the magazines will be employed to feature others. Milk, for example, which is a product for local distribution will be featured principally in newspapers. Butter and cheese, however, which are produced in definite centers for general distribution, will be exploited principally in the magazines.

### United Cigar Stores Company Values Trademarks

What one aggressive national advertiser considers the worth of its advertising is shown by the annual report of the United Cigar Stores Company of America and its subsidiaries issued April 13, and covering the calendar year 1916. In the statement of assets as of December 31, 1916, the company's "trade-marks, trade names, good will, brands, etc.," are appraised at \$21,400,000. As the total assets were placed at \$44,306,957.36 it will be noted that almost one-half of the present value of the concern consists of those assets which can be created and maintained only by advertising.

## The Atlanta Journal

ATLANTA, GA.

**51,267 Daily**  
**63,876 Sunday**  
March net Circulation

Atlanta has been made supply headquarters for the U. S. Army in the Southeast, again emphasizing its strategic value.

*Advertising in The  
Journal sells the goods*

# PARSONS

## PAPERS OLD HAMPDEN BOND



THE GRAPHIC ARTS  
THE MONTHLY MAGAZINE OF THE  
CRAFTSMANSHIP OF ADVERTISING  
PUBLISHED BY  
PARSONS PAPER CO.

A surface that  
**PRINTS well**  
**TYPES well**  
**WRITES well.**

*A brief study of  
famous "Handbook of  
Letter headings" will  
enable you to secure a  
better heading which  
suggests the substantial  
quality of your business  
The impression is  
that gives the idea  
of a force*

### TEST IT!

The test for surface is one of the six simple ways of judging paper quality that 64 years of making high-grade papers exclusively have taught us. To help you judge more easily, more surely, we have published these tests in an interesting booklet, "How To Test Bond Papers". Write for it.

**When in need of GOOD paper,  
Specify PARSONS.**

**PARSONS PAPER CO.**  
Dept. 16 Holyoke, Mass.

# The Little Schoolmaster's Classroom

THE Schoolmaster was cleaning out an old desk not long ago when he came across a letter dated October, 1894, written by the late Lyman D. Morse, a famous advertising agent of his day. It is an interesting letter inasmuch as, almost a quarter of a century ago, it was an "answer" to the discussion being carried on in those days whether plain-type advertisements are as effectual as pictorial advertisements, or vice versa.

"I think there is something good in everybody's good work," said Mr. Morse, "and that written as well as illustrated advertisements are calculated to promote the sale of articles advertised. There are different kinds of forces used, you know, in advertising as well as in mechanics. There is steam power and water power, electric and gas power, and each one is good in its place. The inventor of steam power very possibly thinks his work better than that of the inventor of electric or gas power, while the latter, quite naturally, believes that there is nothing to equal his own. Each of these forces, however, has its use and accomplishes great things in the economy of general advertising, both written and illustrated."

You see, he didn't attempt to settle the question. Nor do we suppose it ever will be settled. Some of the world's oldest and some of the most successful advertisers, so far from arriving at a definite conclusion of "principles" in this direction, continue to use both forms of copy. It is one of those mooted points that give opportunity for debate as limitless and eventually as indefinite as the point at issue in that hoary youngster, "Resolved: That processions proceed."

\* \* \*

Out of West Virginia there comes to the Schoolmaster's attention a helpful little bit of courtesy and service that a local hotel extends to its salesman patrons. The sales manager who brought

it to our attention says he has never seen anything like it before, so it's a tip that might well be passed along.

Every salesman who registers at the Raymond Hotel finds in his letter box an envelope marked by a rubber stamp thus: "For the traveling salesmen working Williamson, W. Va." Inside he finds a printed directory of shops, garages, business and professional men, and the industries of the town, headed with this caption: "Do you want to sell in Williamson, W. Va.? See these dealers."

Perhaps salesmen have the names of these prospects already. But their lists may be incomplete, or need revision. At any rate, they are bound to appreciate the spirit of this little example in co-operation, and pass the good word along.

\* \* \*

The writer of those famous O. Henry book advertisements did not begin her work by teaching O. Henry how to write, nor did she undertake to tell the book publisher the efficient way of producing the volume. She just dug into the finished product—the books themselves—and showed how to advertise something that was a treat to the public when the public knew about it. And she set a new style in book advertising. Maybe there's more to "mere advertising" than some of the merchandising experts suspect.

\* \* \*

Some of us can remember when there was a good deal of advertising for "the best plan" or "the best advertisement." The man who had something to advertise often seemed inclined to offer a reward for the best ideas instead of hunting up a good advertising agency and putting the problem into its hands. And the tendency still exists in some quarters. Very recently a capable business man, a successful jobber of food products with some lines that he controls, came to the

Schoolmaster for some light on the problem of how to advertise to the best advantage in a restricted section of the country. This man was on the point of announcing a reward for a solution to his problem, not considering the

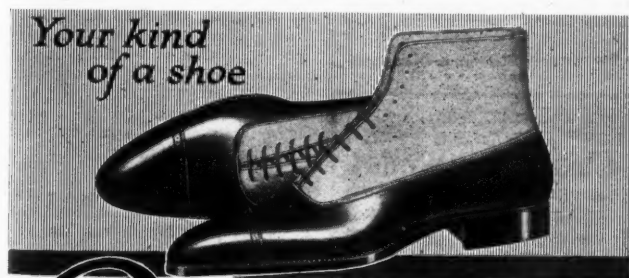
fact that no competent advertising man would attempt to solve such a problem before first getting a good grasp of the conditions. Furthermore, as this business man apparently did not realize, the best type of adver-

## The Happy Habit

Do you know that the habit of being happy can be cultivated? This is the case, if the cultivation is begun early enough. An article in the April issue of GOOD HEALTH tells about it. If you are an advertiser in connection with whose advertising it is possible GOOD HEALTH might render a profitable service, I will be glad to send you a copy of the April GOOD HEALTH for the asking. To others, the price of any recent issue of GOOD HEALTH is 25c.

Advertising  
Manager

**GOOD HEALTH** 1804 W. Main Street  
Battle Creek, Mich.



**Ralston** → \$6-7-8-9

DEALERS: This shoe IN STOCK.  
No. 680. Mahogany Russia Calf Bls.  
Olive Buck top. Diplomat last.

**STYLE**—Ralston Shoes prove your good taste. They are built on correct lines for every need of business and social wear—and stay comfortable and slightly because they keep their shape. Your kind of a shoe, most certainly.

*Sold in 3000 good stores. Style booklet on request.*

**RALSTON HEALTH SHOEMAKERS, Brockton (Campello), Mass.**



WE ARE DEEPLY INTERESTED IN ALL  
FORMS OF GOOD ADVERTISING  
PERHAPS WE ARE CONGENIAL SPIRITS  
AND CAN WORK WELL TOGETHER

**MASON PRINTING CORPORATION**  
SYRACUSE, N. Y.





You always pay for exactly  
what you get! We sell only  
Engravings worth getting.

**GATCHEL & MANNING**  
PHOTO-ENGRAVERS  
In ONE or MORE COLORS  
PHILADELPHIA



**Roy Griffith**  
writer : editor.  
send for booklet  
Boston : box 1706

From  
a Little Sprout to  
**Two Large Plants**

He success we enjoy has not...  
been immediate, but has required  
years of close application and earnest  
effort and like all things so evolved it  
is permanent and solidly founded.

**The Sterling Engraving Co.**  
200 WILLIAM ST. NEW YORK 10  
DEENMAN 2900 GREELEY 3900

## GUMMED LABELS

FOR *Your Parcel Post  
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

**McCOURT GUMMED LABELS IN PERFORATED ROLLS**  
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose labels. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue  
**McCOURT LABEL CABINET CO.**  
H. H. BLACK, Pres.

53 Bennett St., Bradford, Pa.

tising man is not out to win prizes for lucky solutions, but to work for a fee or a commission that will compensate him for the time and thought expended. It is almost as practicable to advertise for the best legal ideas for a case that you will have before some court as to advertise for solutions to advertising problems.

\* \* \*

Some month ago a hand-brush advertisement appeared in a publication of broad circulation. It was such a striking advertisement that the Schoolmaster was tempted to ask the advertiser something about the returns. The copy, by the way, contained an offer to send the brush on receipt of the price. It was interesting to learn from the advertiser that, though the advertisement had brought in direct orders an amount of money that was somewhat short of the actual cost of the space occupied by the advertisement, it was nevertheless regarded as a very successful piece of copy. In other words, the advertiser was quite willing to exchange the cost of the goods, cost of illustration, plate, etc., and a little money, for the good but probably untraceable effect that such an advertisement would have on the retail trade. Those advertisers who insist that each piece of copy shall show a direct profit will please take notice.

**Cloth and Leather**  
**BINDING**  
for Booklets & Catalogs

For your next job, consider the advantages of a superior binding. We do all styles of cloth and leather bindings at prices surprisingly low.

Tell us your needs and ask for suggestions and prices. Write today. Complete Manufacture A Specialty.

**THOMAS Y. CROWELL COMPANY**  
Estab. 1834. 426-428 West Broadway, N.Y.

DESIGNS & DUMMIES FURNISHED

## Salesmen's Advance Cards Also Advertise City

A series of advance postcards for salesmen's use has just been issued by Farwell, Ozmun, Kirk & Co., St. Paul, Minn., that will not only be appreciated by the recipients but will also help advertise St. Paul. There are sixteen cards in the series, each of which illustrates a different new industrial plant or public building of the city. Beneath the picture is information concerning the size and cost of the building.

Among the structures shown are the new packing plants of Swift and Armour, shoe factories of Foot, Schulze & Co. and the O'Donnell Shoe Co., Willys-Overland distribution plant and the new home of the Sanitary Food Mfg. Co.

Farwell, Ozmun, Kirk & Co. are a large wholesale hardware concern and 56,000 of these cards were printed for their salesmen's use.

We want a writer who is experienced on direct folders and house organs—a real opportunity for someone of initiative to fit into a growing business and become the head of our service department.

Tell us of your experience and what salary you require and we will arrange a meeting. D. M., Box 278, care Printers' Ink.

## The WIRELESS AGE

reaches EXPERIMENTERS, amateur  
and expert, in a great, new  
ELECTRICAL FIELD.

**\$2.00 per annum**

SEND FOR SAMPLE AND RATES

42 Broad St. New York

## Lincoln Freie Presse

GERMAN WEEKLY NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

**LEPAGE'S**  
**GLUE** HANDY BOTTLES  
WHEN A NAIL WON'T DO IT

## AMERICAN MOTORIST

LARGEST CIRCULATION  
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—88% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:  
RIGGS BLDG., WASHINGTON, D. C.  
Member Audit Bureau of Circulations

## List of Advertising Agents \$1.00

The Six Point League has compiled a directory of advertising agents, space buyers and solicitors in the territory east of Buffalo, Pittsburgh, and including Virginia, Georgia and Florida, which is for sale at \$1.00 per copy. Included is a fairly complete list of national newspaper advertisers and advertising managers. But 100 books remain unsold, so send money at once to

## SIX POINT LEAGUE

334 Fifth Ave. New York City

PROCESS COLOR BOOKLETS  
C A T A L O G S  
CHARLES FRANCIS PRESS is especially equipped to handle and expedite orders for high grade PRINTING Service—the best  
PRINTING CRAFTS BUILDING  
Eighth Ave., 33rd to 34th Sts.  
NEW YORK  
HOUSE ORGANS

## PAUL BROWN COMMERCIAL-ARTIST

16th FLOOR  
TIMES-BUILDING  
NEW YORK  
TELEPHONE  
BRYANT 5357





## Classified Advertisements

### HELP WANTED

**Printing Salesman:** One who has a following in New York City. Excellent future for right man. Apply Printing Department Tower Mfg. & Novelty Co., 326 Broadway, New York.

### Correspondent Wanted

By large house, who is familiar with mail-order correspondence, collections, etc. Give experience, salary desired, age, etc. Box 965, care Printers' Ink.

**WANTED** by a prominent manufacturer of Colors, an experienced salesman with a good acquaintance and established trade among the Printing Ink and allied trades. Address, in confidence, stating experience, salary expected, Box 967, care Printers' Ink.

### Circulation Manager

wanted by Eastern farm paper. Good opportunity for man with successful experience in farm paper field. Give particulars and state salary. Box 959, care Printers' Ink.

Advertising copy writer for fast-growing Detroit advertising agency. Must be under 30, of good habits and experienced in magazine copy work. Salary \$150 to \$250 per month, depending on ability. Send samples of work with application. Address Box 952, care Printers' Ink.

### WANTED

Copy and layout man who can prepare advertising and circular matter for a farm paper. One who can write and construct copy with a "punch," has ideas as to value of illustrations, knows something about merchandising and research work. Apply to Box 953, care Printers' Ink.

**PRINTING SALESMAN** wanted by firm able to do \$125,000 business yearly. Good equipment to handle catalogs, books, jobs, publication and export literature. Steady direct-by-mail advertising done by firm to prepare field for salesman. Must be able to secure no less than \$2000 monthly business. Salary and commission. State age and reference. Box 954, Printers' Ink.

### WANTED

Technical advertising representative to solicit business for a high grade publication in middle western territory. Must have had experience in engineering or other technical advertising work. Reply, stating particulars, including age, nationality and yearly income required, to Box 957, care Printers' Ink, New York City.

**ADVERTISING SOLICITOR** and **CIRCULATION MANAGER** wanted for the best written and printed Spanish Magazine in the United States. Must have successful record. Position pays \$25.00 weekly and commission. State age, nationality and experience. Answer Box 972, care Printers' Ink.

Advertising manager with up-to-date ideas. Must be competent to write forceful ads and to handle all details of department. One who has had experience in writing automobile copy preferred. State full particulars in application, which will be held strictly confidential. Box 975, care PRINTERS' INK.

### To an Advertising Solicitor

Probably you have some accounts and feel dissatisfied with the service your clients are receiving, or your own remuneration. Write for an interview. N. Y. Agency. Box 958, care Printers' Ink.

### \$3,000 to \$5,000 Yearly

We are seeking a salesman who wants exclusive territory on a liberal commission basis with every co-operation from home office, enabling him to practically establish a sales agency for himself. Same commission on renewals as new business. Men who can sell advertising service; who are looking for more than a mere job wanted. Address, Box 968, care Printers' Ink.

### YOUNG MAN ADVERTISING ASSISTANT

Wholesale manufacturer conducting national campaign in general publications, trade papers, and with large mailing list, wants capable young man as assistant to advertising manager. Should be thoroughly familiar with usual details of such position. Good chance for wideawake young man, with initiative and aptitude for learning business. In writing state previous experience, salary desired, and if possible send photograph. Box 963, care Printers' Ink.

### ADVERTISING MANAGER WANTED

We are looking for a general advertising manager to take complete charge of our advertising department, one able to write magazine and trade paper advertising. The actual copy-writing is handled by our agency but we want a man who is competent to write and able to criticize and offer suggestions on copy submitted by our agency. He will be called upon to get up catalogues, circulars, as well as letters, etc., to be used in direct advertising. He must be able to supervise photographing of our products preliminary to preparation of cuts, etc.

This is an excellent opportunity for a broad-gauge man as we are doing national advertising and are running a campaign in prominent weeklies, magazines, etc. We also advertise in various trade papers and have a mailing list of 60,000 jobbers, jobbers' salesmen, dealers, etc., which we circulate at intervals.

Write us a letter which will convince us you are the man we want, stating experience, age, salary desired, etc. Box 962, care Printers' Ink.



**WANTED**—To assume general charge of an office—a man with experience along managerial lines and thoroughly conversant with office details. A good correspondent with personality for meeting customers in a sales capacity. An excellent opportunity, advancement depending upon what the proper person makes of the position. A man experienced in the paint or varnish business preferred. State age, experience and give full information. Salary to start, Eighteen Hundred Dollars. Address, Office Manager, Box 969, care of this paper.

### SALESMEN

Side Line for salesmen calling on retail stores. Every live retailer and banker a prospect. Sales from \$20 to \$500 each. Sample goes in your inside pocket. Commission 25%. Only reliable well recommended men of good appearance and with successful records need apply. Write fully about yourself; line you handle and territory you cover; give references in first letter.

**ADDRESS "RETAIL PUBLICITY"**  
P. O. Box 1424  
PHILADELPHIA

### MISCELLANEOUS

**PRINTERS' Also N. Y. City papers. INK—"OLD" Schworm-Mandel; 450—4th Av., N.Y.**

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel. Cort. 4968.

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

Alexander Hamilton Institute Books Wanted. Will pay a fair price for a set in good order. Describe condition. Address SAMUEL, Box 961, care Printers' Ink.

**12¢ a Sheet Posts R.I.**  
PANELLED & MILLARED BOARDS LISTED GUARANTEED SHOWN  
ADDRESS UNION TRUST BLDG., PROVIDENCE R.I.  
**Standish-Barnes Co.**

### New 1917 Edition

### "What's What in Canadian Advertising"

With 1917 adv. rates, unusually accurate, complete circulation data, latest trade and other statistics. Answers all your questions about Canada. Not an agency directory. \$2, postpaid.

W. A. LYDIATT, Pub., 53 Yonge St., Toronto

### POSITIONS WANTED

**Copy Writer for Agency Advertising Manager or Assistant**  
Broad agency experience, especially in agricultural accounts. Fast and versatile. Want place with good present and bigger future. Age 32. Go anywhere. Box 956, care Printers' Ink.

Treasurer of agency wishes to connect with larger organization or one with broader possibilities. Experienced accountant and general manager. Box 955, care Printers' Ink.

### I WANT TRAINING

A young man with advertising experience wants a position where he will receive real training. Salary no object. Box 974, care PRINTERS' INK.

### Sales and Advertising Manager

Nine years' selling, eleven years' advertising experience. Now assistant general manager large and well-known automobile accessory company. Reason for changing: plant moving west. Long, successful sales record. Personality and character all that could be desired. Address Box 960, care Printers' Ink.

### SPLENDID OPPORTUNITY FOR AMERICAN MANUFACTURER

Responsible and competent Export Sales Manager and Organizer, **TEN YEARS' EXPERIENCE** in Export Business with Latin-America, having traveled several times through Central and South America and West Indies, wishes permanent position with reliable and large manufacturing concern. Speaks Spanish, English and Portuguese fluently. Best references furnished. Age 31. Address P. O. Box 734, Buffalo, N. Y.

General service man in agency. Over ten years' experience advertising agency and newspaper fields. Expert space buyer, forwarding man. Thorough knowledge printing, engraving, layouts, supervising of auditing, checking. Married, 29. Want New York position in line with qualifications. Salary secondary. Box 970, care Printers' Ink.

### Secretarial Stenographer

Thoroughly efficient woman with ten years' business experience desires position with advertising agency, or as assistant to advertising manager. Possesses tact, energy and initiative; good systematizer and correspondent; refined and well educated. Box 964, care Printers' Ink, 1720 Lytton Bldg., Chicago, Ill.

### AN ARTIST

Who has and is delivering work with a punch for a large, well-known firm in New York desires a position in the Middle West, Southwest or Pacific Coast.

He is versatile, with a varied and practical experience behind him in producing high-grade lettering and designing, figure and general advertising work, in black and white and color. Box 973, care PRINTERS' INK.

### Here Is a Man

who is exceptionally strong on sales ideas and layouts for national advertisers. He has had over twelve years' broad advertising experience. He knows how to use art work and printing to the best advantage in making sales for the advertiser. Many men who know say he knows his business. He is now under contract but will soon be available. He wants to hear from an organization that requires and values work well done. Address Box 971, care Printers' Ink.

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No change of policy  
No change of form  
No stunts

are responsible for  
the steady growth of

# SCRIBNER'S

THE LEADING HIGH-GRADE

# MAGAZINE

May, 1915—54 pages—12,096

May, 1916—77 pages—17,248

May, 1917—95 $\frac{3}{4}$  pages—21,468

May, 1917—22% increase over 1916

May, 1917—77% increase over 1915

CARROLL B. MERRITT  
Manager of Advertising

The Chicago Tribune's leadership is unquestioned. Its circulation is tremendous and continues to increase. Its volume of advertising is enormous and continues to increase. Naturally it prints more advertising than any other Chicago paper and more than the other Chicago morning and Sunday papers combined.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over  $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco